October 1961

The Office

Magazine of Management · Equipment · Methods

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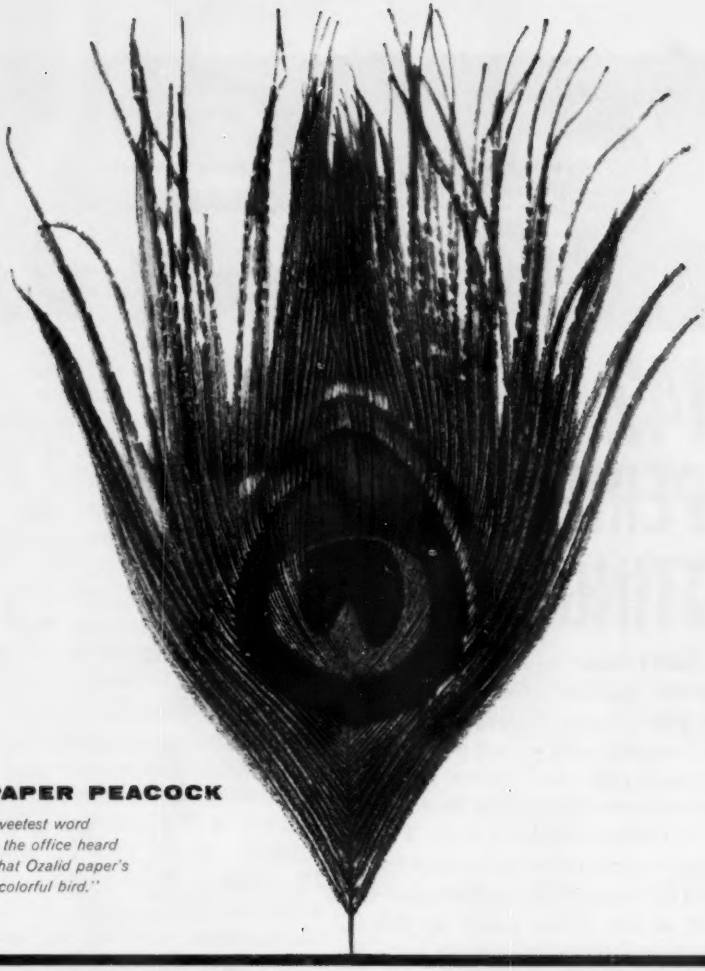
For More Information Circle No. 232



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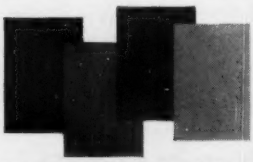

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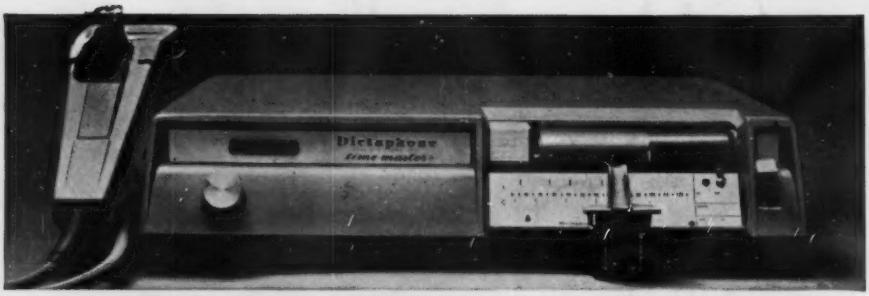

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The Office
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The Office®

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(You may not sleep)

This is the sad, sad story of the man who left no stone unturned—except one.

He went to bed just as you will do tonight. He awoke hale and hearty—and on the brink of ruin.

He had every kind of insurance known to man. Fire insurance, use and occupancy insurance, liability insurance, and casualty. **Protected against every loss—except one!**

His office was in a *"fireproof"* building. It conformed with every fire law. It was as well protected night and day as the Pentagon. And like the Pentagon, where fire destroyed 14 truckloads of valuable papers, *he had a fire!*

Here's what his business lost through his neglect:

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All current personnel records.

The company's current legal correspondence and tax records.

All current orders, quotations and correspondence.

The accounts receivable records.

His own income tax records, data and checks; and those of his associates.

This tragedy is typical of scores. In one, a million dollar "fireproof" building fire, the walls and floors of the building remained standing, but thousands of irreplaceable records in steel files were turned to ashes.

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All the information on this subject that any business needs is available for the asking . . . in the famous 248-page Shaw-Walker "Office Guide," now in its 12th edition. Write for it. **A program of fire protection for your essential records can be started for less than $200.**

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Representatives Everywhere

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This index, prepared for your convenience, lists the products and services advertised in this issue. Refer to pages listed for information on each. Further details can be had by writing manufacturer direct, or by use of reader inquiry card. **All numbers below refer to PAGES. Reader inquiry card numbers are at the bottom of individual advertisements.**

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ROBERT E. NOLAN (above), Senior Analyst, Expense Controls, Aetna Life Insurance Co., Hartford, Conn., tells the

Experience of a Large Office With Standard Time Data

WE USE MCD at Aetna Life and it works. I know it is possible to save up to 30% of clerical costs through its use. Office work measurement as such, is nothing new to Aetna Life. We have been using it in connection with wage incentives for over 30 years. Until the advent of MCD, we used time study which, although slow and laborious, in offices of our size, was still economical.

With time study, the engineering time required to cover one employee with standards is about nine days. If you include methods improvements (which we do), the time is 13 days. With MCD, we do it in two days. We can set standards five times faster.

Our work measurement and wage incentive programs were initiated in 1926 by Dr. Marion Bills, an industrial psy-

MCD, as first described by THE OFFICE in July 1958, is a "catalog" of time values which measure virtually all office and clerical work not involving creative thinking. Values were developed from the system of predetermined motion times known as Methods-Time Measurement which measures production operations and is used by some 3500 companies here and abroad. As an MTM pioneer, Serge A. Birn Co., Louisville, Ky., developed Master Clerical Data which is universally applicable. McGraw-Hill Book Co. has just published a book on MCD, *Measurement and Control of Office Costs* by Serge A. Birn, Richard M. Crossan and Ralph W. Eastwood, $7.50.

chologist. Clerical work measurement (and performance control) systems vary greatly—from an elaborate and costly system using motion picture analyses down to the simple studies based on predetermined time values. The accuracy of both approaches is virtually the same, but MCD costs only a fraction of the motion picture or stop watch approach.

Until a little over a year ago we set all of our standards by time study. We could do this because of our size. Our analysts were carefully trained in our own school. They timed the employee and simultaneously rated his performance during the operation. This rating is a drawback of time study because it is subjective and always presents some controversy. Employees were rated above 100%, 100%, or below 100%, depending on their skill and effort during the study.

In June 1959, Serge A. Birn Co. trained our staff of analysts and the officer in charge of MCD section, and we began to use the system broadly. We are using the stop watch less and less every day. Personally, the only time I will use a watch now is to check machine times. Every standard I set is with MCD.

The advantage of MCD is the ease it gives to the development of time formulae and specific sets of standard data. A simple example is our time formula for key punching a card. All we need to establish a key punch machine standard is a coded card from the supervisor and a copy of the source material. This card should be coded as to what operation occurs in each column. Is it skipped, duplicated, numerically punched, alphabetically punched or what? We have developed time formulae for such diversified work as key punch, typing (straight copy), typing (preprinted forms), filing, sorting, also set-up, machine and handling times for various types of data processing equipment.

There are just a few basic manual motions a person can perform in an office, no matter what work he or she is doing. When you have time values for all of these, it doesn't make any difference where the work is being done, or what kind of work is done. An office supervisor or systems and procedures man can be readily trained to put these basic elements together to compute a standard for nearly every clerical job. No engineering background is needed.

Most standard elements in an office are constant. For example, an office worker may get up from her chair 100 times a day. Since we know the time required to arise from the chair once, we never need time it again. The time to get up from the chair is unaffected by the reason for getting up. It will take the same time to arise if a person is going to files, to another office or to take a coffee break. Similarly, it takes exactly the same time to pick up a pencil whether it occurs in accounting or purchasing—or whether the pencil is a pen. It is the same whether the purpose of picking it up is to write an invoice or make a check mark on a list.

With MCD the problems of clerical work measurement are reduced to one main problem: how often does a particular element occur during a given

(Article continues on page 18.
See tables on pages 14 and 15.)

MASTER CLERICAL DATA

TYPEWRITING

Description	T.M.U.
Align & Straighten Sheets	159
Open Release	18
Straighten	54
Align Edges	78
Close Release	9
Backspace	9+4N
First	13
Additional	4
Carriage Position	
Line & Space	82
Line	50
Space	49
Additional 6 Lines or 1"	29
Erase	201+198N
Prepare Carriage	47
Paper Between Carbons	62
Erasure	79
Separate Sheets	57
Reposition Carriage	75
Index	
Manual-No Carriage Return	22
Manual-After Carriage Return	8
Electric	4
Key	
Manual	6*
Electric	4†

Description	T.M.U.
On and Off	
Top Switch	18
Bottom Switch	26
On or Off	
Top Switch	9
Bottom Switch	13
Place and Remove Sheets	130
Insert	44
Scan	48
Remove	38
Return Carriage	
Manual	27
Electric	14
Stops	
Margin-Set 2	86
Margin-Set 1	52
Tab-Set Indent	15+4N
Set First	51
Set Additional	27
Clear	37
Tab	7+5N
First	12
Additional	5

* Also use for manual or electric shifting.
† Also use for manual or electric spacing.

GETTING & SETTING ASIDE

Description	Get	Aside To				Get & Aside To			
		Fixture	Hand	Pile	Table	Fixture	Hand	Pile	Table
Batch	29	25	20	37	20	54	49	66	49
Large Object	28				31				59
Medium Object	16	25	20		17	41	36		33
Med. Obj. Jumbled	24	25	20		17	49	44		41
Sheet	19	25	20	34	17	44	39	53	36
Small Object	21	25	20		17	46	41		38
Small Obj. Jumbled	28	25	20		17	53	48		45
For Additional Sheet	15								

HANDLING

Description	Button	Switch	Lever	Knob
Actuate	7	9	13	16
Crease or Fold	No Care 44	Some Care 63	Great Care 84	Add For Hvy. Mtl. 16
Tear	23	32		

Description	Easy	Diff
Iden. Sheet	28	35
Description	Affix	In cl Wet
Label	49	84
Bundle Envelopes		163
Flip or Turn Card		23
Gen. Shift		27

Description	Card	Sheets
Jog	5	8
Description	Env.	Prongs
Seal	81	98
Move Hand or Obj		13
Open Envelope		47
Unfold		30

BODY MOVEMENTS

Description	1-Way	2-Way
Horizontal Shift-1 Ft	18	36
Horizontal Shift-2 Ft	36	72
Sit	104	208
Swing 90°	61	122
Vertical Shift	31	62
Walk	15	30

SEEING

Descriptions	T.M.U.
Identify	18
Select	22
Check	7
Scan	11
Shift - Per Inch	1

Master Clerical Data is expressed in Time Measurement Units. There are 100,000 TMUs in an hour, approximately 1667 in a minute and approximately 28 in a second. TMUs × 0.00001 = hours. TMUs × 0.0006 = minutes. TMUs × 0.036 = seconds. Serge A. Birn Co. has set time standards for 95% of all clerical operations and all types of office machines. (See next page.)

FOR OFFICE OPERATIONS

OPENING & CLOSING

Description	Open & Close	Open	Close
Binders-Acco Fastener	76	39	37
Covers - 8-1/2 x 11	48	24	24
- 11 x 17	72	36	36
Prongs	70	28	42
Rings(Binder or Loose)	62	31	31
Drawers-Desk	62	33	29
-Desk File	76	40	36
File	77	43	34
Doors -Handle	74	37	37
-Knob	52	26	26
-Latch	68	34	34
-Swinging		21	
File Follower	98	49	49
Tops -Cap	106	50	56
-Flap	96	37	59
-Hinged Lid	36	18	18
-Loose Lid	72	34	38
-Stopper	69	35	34

PLACING & REMOVING

Description	Place & Remove	Place	Remove
Rubber Band	115	99	16
Card -Loose in Place	37	26	11
-Loose Tilted	38	16	22
-Tight in Place	70	42	28
-Tight Tilted	53	25	28
Folder-Loose in Place	55	35	20
-Loose Tilted	53	23	30
-Tight in Place	128	84	44
-Tight Tilted	86	49	37
Kardex	56	43	13
Tab	34	18	16
File Drawer	75	53	22
McBee Needle	54	41	13
Rotary Card	45	40	5

INSERTING

Description	T.M.U
Binder-Acco	61
-Loose Ring	42
-3 Ring	86
-3 Prong	138
Envelope-Plain	50
-Manila	62
Machines-Cutter	39
-Hand	11
-Punch	36
-Spiral Bind	58
-Thermofax	27

LOCATING

Desc.	Approx	Gen.	Spec.
Card	22	40	14
Folder	31	48	18
		Fan "F"	Thumb "T"
General		4	9
Page			28

FASTENING

Description	T.M.U.
Binding-(Spiral)	55
Clip -(Paper)	50
-(2 Prong)	23
Pin -(Common)	108
Staple -Hand	46
-Per Add.	35
-Table	37
-Per Add.	20
Tape -(Scotch)	84

ADDING & CALCULATING (MACHINE)

Description	T. M. U.
Adding Machines-Enter	16
-Key(Full)	5
-Key(Ten)	6
-Total(Full)	19
-Total(Ten)	26
Calculators-Clear Board	6
-Carriage-No Shift	12
-Carriage-Shift	12+3.5D
-Divide-Obtain Answer	10+12D+3.5N
-Enter-Add. or Subtr.	9
-Dividend	13+3.5D
-Key-Main Keyboard	5
-Multiplier Keyboard	7+5D
-Multiply-Multiplier Keyboard	15+4D+3.5N
-Multiplier	4D+3.5N
-Return Carriage	5+3.5D
-Set Control Tabs	10
-Decimal Indicators	12
-Dec. Ind. Align	18

D means a digit. N is the total sum that the digits in a number add up to.

WRITING (MANUAL)

Description	Lower Case	Upper Case
Lettering	19	24
Writing	15	22
Digit		18
Punctuation		15

READING

Description	Silent	Aloud
Digit - 3	7	11
Words - 1	5	11

FIGURING (MANUAL)

Description	Formula-TMU
Add	15D+7C+11
Count	11
Divide	(89d+106)Q
Multiply	52Mm+40m+29
Subtract	15D+22C-4

D is number of digits. C is number of columns. d is digits in divisor. M is number of digits in multiplicand; m is digits in multiplier; Q is digits in quotient.

The reader is cautioned against using Master Clerical Data without a full understanding of its proper application. The foregoing does not include the standards set for all office equipment but these are available in the book mentioned in the footnote on page 12.

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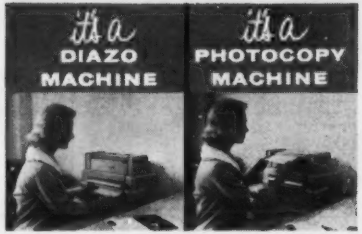

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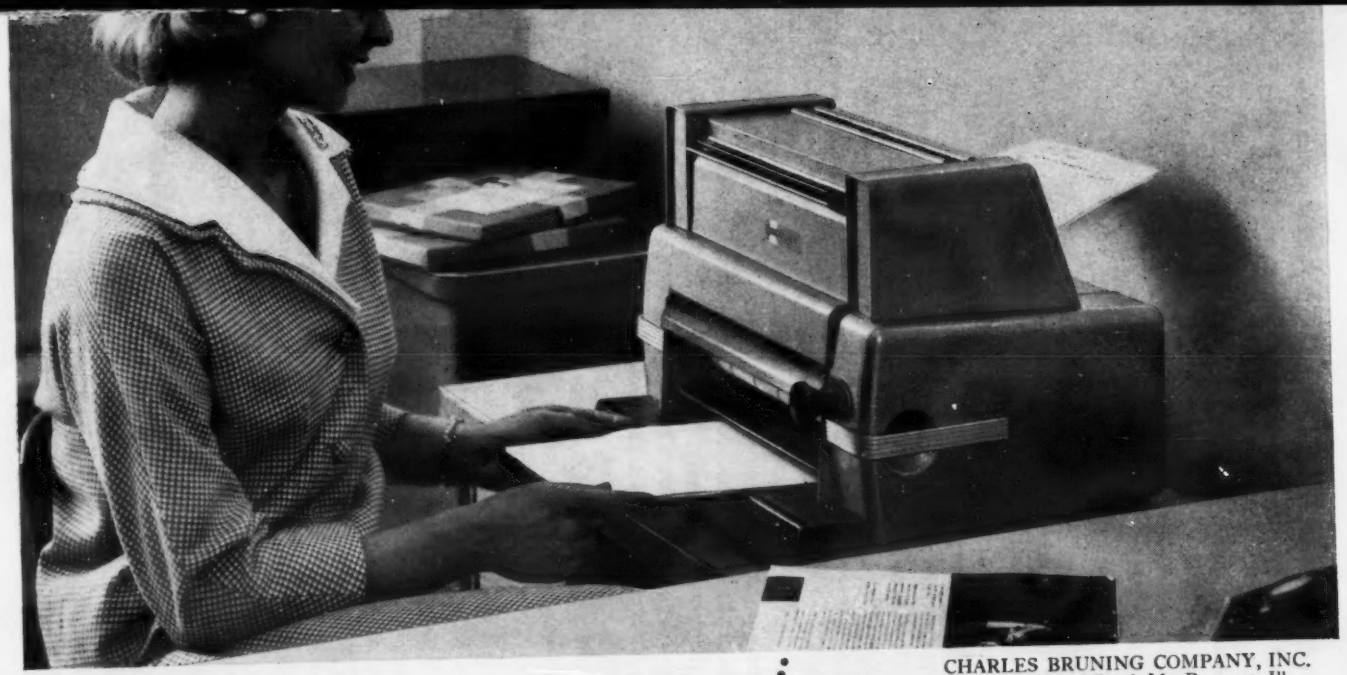

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clerical job? This is solved by a brief work sampling study or a review of available records. Setting up good methods is a part of an MCD analysis; making sure they are followed will do the rest.

MCD will save about 20% without incentives, and about 30% if you add incentives on top of MCD. I mean individual incentives based on measurement which have been used in production work for years. We found that the average department without measurement and without incentives operates at about 50% efficiency. Measurement plus incentive increased the efficiency in departments covered to an average of 90%, and we share part of the savings with employees.

All clerical work is measurable if the rate of production is under the control of the person doing the work, if there is a relatively continuous supply of work, and if the work is governed by fairly definite rules. The work covered by such rules can be quite complicated, as well as varied, but we have had good results in measuring it.

Installed first in our transcribing and key punch units, incentives have been expanded to cover over 700 employees in 24 home office departments and eight branch offices for a variety of manual operations such as posting, coding, filing, mailing, calculating, and machine operations such as key punch, offset and bookkeeping machines, tabulators, sorters, collators, interpreters and reproducers. To these 700 employees we paid over $250,000 in incentive earnings in 1959. Average incentive earnings for fulltime employees amount to about $11 a week. We recently installed incentives in a key punch section employing 30 punchers and verifiers and having a wide variety of punching jobs. It took only two weeks to set standards for this work using MCD. Using the stopwatch technique, it would have taken us two months.

Work measurement is a tool for supervisors. The benefits derived depend on how supervisors utilize the information supplied to them. Because supervisors are the ones who actually operate the program, it is necessary they be sold on its advantages and benefits. At the start this was one of the toughest problems we faced. Almost every supervisor honestly thinks he knows what a fair day's work is without measurement. Be sure supervisors want measurement in their unit and understand the program. The work measurement analyst sells the plan, instructs supervisors how to use the reports, establishes standards and audits existing installations.

Supervisors who have not had experience with work measurement or incentive feel that, with its installation, the quality of work will go down. They think employees will speed up their work pace, causing undue errors. Actually, there is no speed up because, generally, you cannot speed up people by any more than 10%. What we really do is to get the employee to apply herself more continuously to the job, by reducing socializing. When employees work steadily, fewer errors occur.

Employees working on incentive feel they are working for themselves. They tend to seek additional work when a job is completed. Figures developed by

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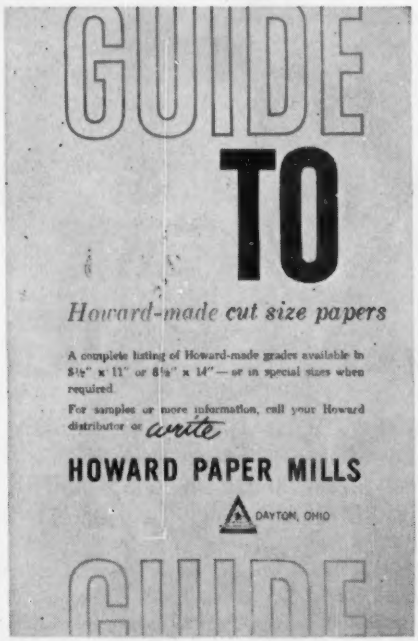

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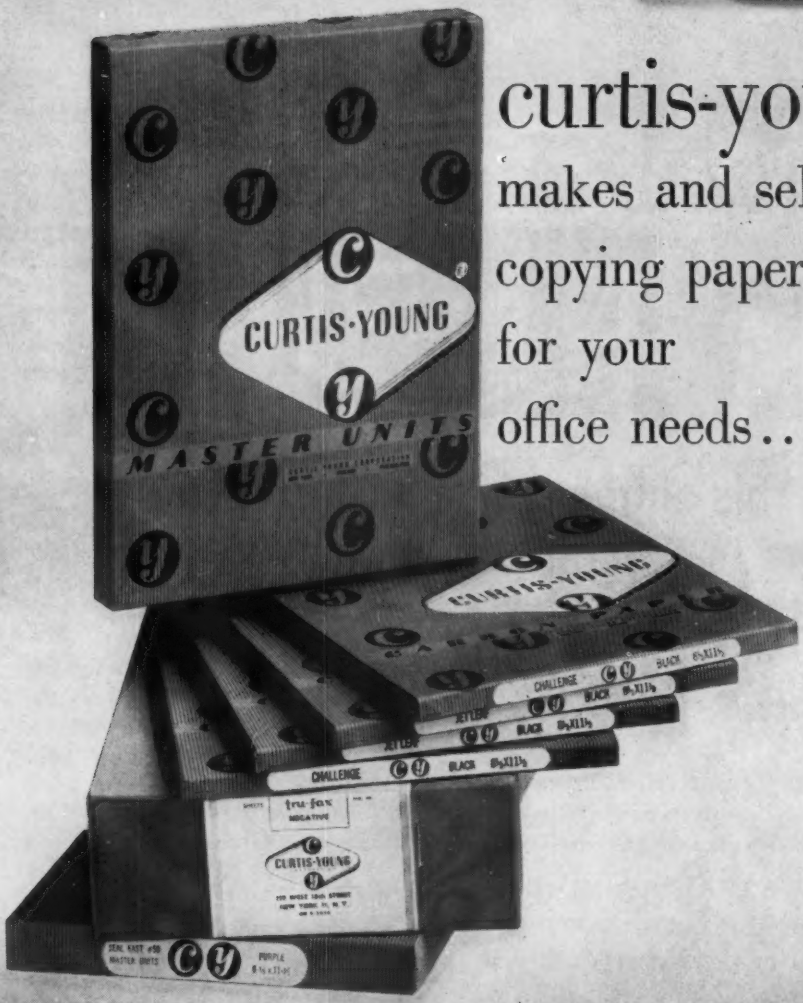

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work measurement are a powerful aid to good supervision even when no incentive payments are made. But, with incentives, we have better paid people accomplishing more and better quality work.

We have a net savings of about $450,000 annually with 700 employees working on bonus. This figure does not include the elimination of additional space, equipment and fringe benefits that would be needed had we not installed our plan. Without it, we would certainly need more people, larger offices and more equipment than we have today. Savings probably amount to about $1000 per employee covered, taking all these factors into consideration.

How a Small Office Uses the Same Standard Time Data

ORVILLE THALER, Treasurer,
Precision Steel Warehouse, Inc., Franklin Park, Ill.

WHY DOES A FIRM with only 25 or so clerical employees try to improve efficiency and cut costs when the possible savings are so small. Well, if we only save the costs of 1½ or two office employees (we actually save more) it amounts to about $7500 or $10,000. The initial cost of achieving this saving would be about the same figure. But remember, this is a permanent, annual savings, even if we stand still and do not grow, so it is worth it.

More important, when business increases or decreases, we know exactly what clerical costs will be regardless of the picture. We can plan for peaks and valleys. Ours is a highly competitive business. Our president, George C. Tinsley, wants to run a tightly controlled operation so we can give the best possible prices to customers. Our philosophy is to attack excess costs and waste of time wherever they may be.

We have two operations. In Franklin

The author (extreme right) and the small staff whose work he describes.

Park, we have 19 girls in our office, eight men at the city sales desk, a senior accountant and a credit manager. Of the 19 girls, we have five in the sales department, one switchboard operator, one accounts payable clerk, one cost clerk, one personnel clerk, three girls in billing (of which one is a trainee), four girls in tabulating (of which two are trainees). Of the tab girls, two work about 90% of the time on perpetual inventory which is published daily, and run on tab in the early evening hours.

Two years ago I attended an MCD Seminar held by the Serge Birn group at the Drake Hotel in Chicago. It was their first presentation of their concept of measuring office and clerical costs with Master Clerical Data. I was one of those who was very doubtful at the start, but I was finally convinced that MCD could be utilized in a small office as well as a large one.

We asked Serge A. Birn Co. to look at our office procedures. They told us that MCD could profitably be adapted in our case. We asked them to proceed with a study. Its purpose was threefold: (1) to save money; (2) to see whether we could obtain sales information faster, and (3) could we pay an incentive bonus based on time standards?

As this study was being made, our girls were very curious and asked innumerable questions. They were very helpful in outlining their own work when they learned the study might result in easier methods and possibly a bonus for them. Fortunately they were all familiar with incentives since our shop employees worked on incentives based on MTM.

Our pilot installation was for the five girls in the tabulating department and three in billing. The study was completed the first of October, and we ran a test during October, November and December to see that all standards were working properly. We watched the efficiency rise. As of January 1, 1960, we told these girls we would now pay them a bonus, based on their output, at the end of each quarter.

During the first three months of 1960 our shipments increased approximately 15% over the like period of 1959, both in number and dollar volume. Yet, we reduced our overtime in our tab and billing departments by 28.2%. This 15% increase in paperwork was accomplished with no additional personnel.

During April and May 1960, our workload increased 6.4% over April and May, 1959. April is the start of our vacation season, and we put in considerable overtime in 1959. In 1960, our overtime was 84.4% less than 1959. In 1960, we increased the work in our tab department by producing more reports and different types of reports for the sales department.

As with many companies, during the last quarter our business volume dropped some 20%. Our MCD reports showed us at once that we had one surplus girl in billing and one surplus girl on inventory. Two girls who were leaving anyway were not replaced and the work redistributed, saving an additional $8000 per year. Normally we would not have detected for months that we were overstaffed.

Our girls received an incentive bonus for the first three months of 1960 aver-

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aging 12% of their pay for the quarter. Two of the girls received 15%. This seems rather high but, believe me, these girls really worked! They cut their overtime and their absenteeism — only two workers took time off for illness in the three-month period. The girls found that they did not need nearly as much overtime to get urgent work completed as they needed previously. Cooperation between employees increased. They looked for additional work to do. Now the girls tell us if we have a shirker.

We do not have a true picture of what our performance efficiency was within the office before MCD. It is estimated we were as low as 60% in billing. In setting up our standards we figured that efficiency should be 85%. Our latest calculation shows we are working at 106%. During the current quarter we are paying 10½% bonus for 42% more work.

We are testing an MCD based incentive program for two file girls, the girl who figures the incentive bonus, and two general clerks. This will leave only three stenos and secretaries without incentive measurements and we will take steps to cover their work, too.

In our accounting department we have a complete integrated data processing system similar to an assembly line in the plant. A successful assembly line increases output. All that is needed to further increase it is an accelerator such as MCD. It used to take our accounting department until the 20th and 25th of the month to reconcile all bank statements. We now key punch our cancelled checks and obtain bank reconciliations before the 10th of the month.

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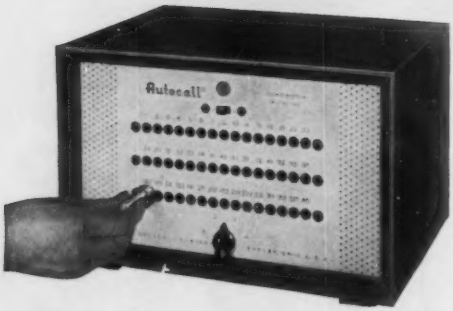

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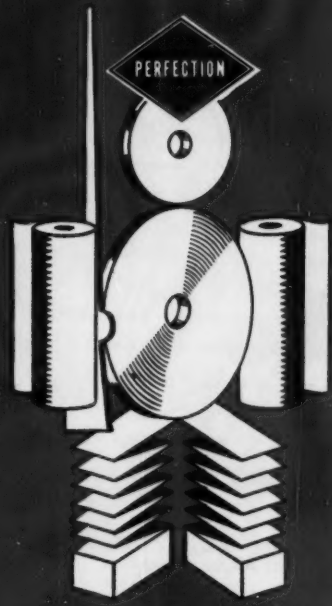

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For More Information Circle No. 290

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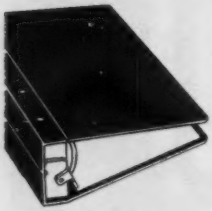

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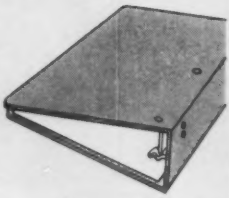

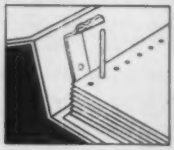

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For More Information Circle No. 430

Machine Cafeteria In a New York Office

A FOOD VENDING service has been installed at Dominick & Dominick, Inc., New York stock brokerage firm, by Schrafft's restaurants. This is the first installation for Frank G. Shattuck Co., owner of Schrafft's, which worked closely with Vendo Co., Kansas City, Mo., vending equipment manufacturer.

Approximately 450 persons a day are served by the installation, which operates virtually on a 24-hour basis. Machines offer daily three hot entrees, six kinds of sandwiches, soups, salads, desserts, coffee, soft drinks and milk. Food is the same quality served in Schrafft's restaurants, although less expensive.

Dominick & Dominick considered installing a conventional cafeteria, but found the cost of equipment, vents and extra air conditioning to be prohibitive, Avery Rockefeller, partner in the firm, reports. Vending equipment purchased

Nine Vendo Co. machines offer Schrafft's hot dishes, salads, pastries, ice cream, candy, beverages, and also cigarettes.

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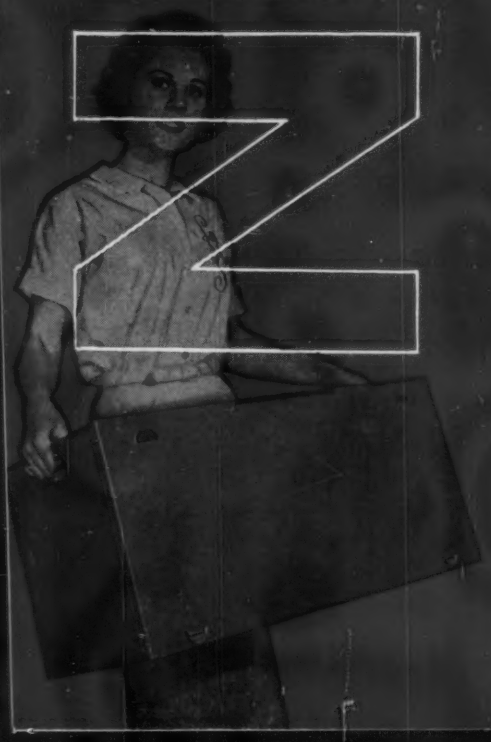
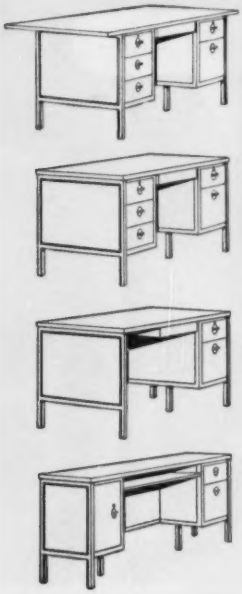


For More Information Circle No. 286

None of the vending equipment is visible from the dining area at Dominick & Dominick, Inc., New York. Room seats 100 and can be used for a meeting without interfering with operation of vending machines.

for their installation cost $11-12,000, while estimates of the cost of setting up a cafeteria to serve 500 persons were $40,000, with a possible $40,000 additional for running a vent to the roof of the tall building in which the offices are located.

Schrafft's supplies products from its



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Modular in appearance, the 14 Series is a new line of completely assembled office furniture. Exterior is select flat cut walnut. Metal trim and pulls in brushed aluminum or brushed brass finish.

LITERATURE ON REQUEST

THE JASPER DESK CO.
JASPER, INDIANA

For More Information Circle No. 398

Hostess-manager Bertha Lenke and Harold D. Shattuck, Schrafft vice president.

central plant and offers approximately 200 different menu items, rotated daily. All containers and flatware are throw-away products. Salads and entrees are served in plastic containers and plates. Entrees are delivered frozen in portable containers. At the installation they are put into high temperature boxes and then into the venders where they are brought up to serving temperatures. Salads, sandwich mixtures and desserts are also brought in to be prepared as needed.

Nine coin operated venders are included in the operation: one selling hot foods; one selling cold foods; one selling hot and cold foods. Items are visible in display panels, and different items are sold at different prices from the same cabinet.

Thermal controls hold foods at constant temperatures, around 38°F for cold items and 165°F for hot entrees and desserts. Customers insert proper

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OFFICE v ODEON

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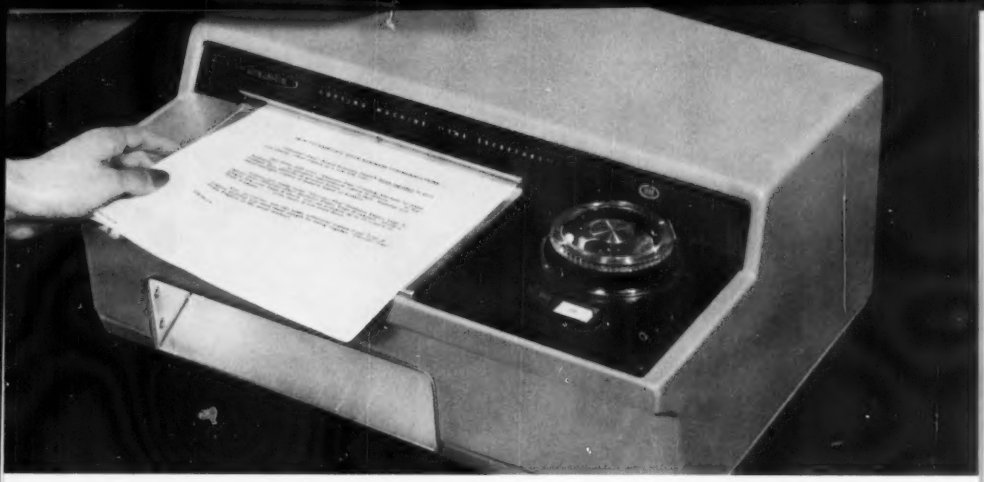

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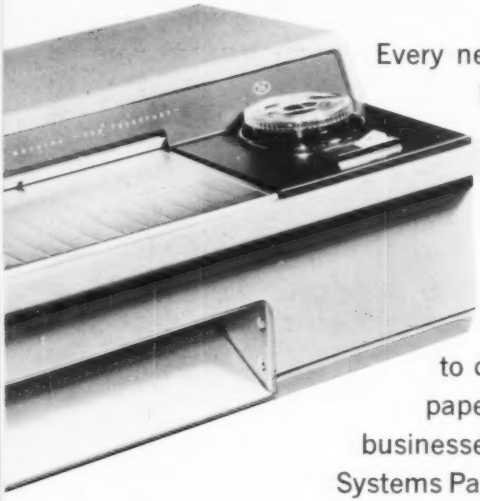

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coins — prices are posted beside the items — since these venders do not make change.

There also is one ice cream vender (three selections, makes change); one fresh brew coffee vender (five selections from black to double cream and sugar). Quarter-pound cans of vacuum-packed coffee are automatically punctured and hot water forced through under pressure within vender. Fresh cream and sugar are added by push-button selection. This vender also makes change. One soft drink vender (three selections, makes change); one milk vender (three selections, milk in cartons, milk, chocolate milk and seasonal selections, makes change); one cigarette vender (selection, does not make change); one candy vender (selection, no change).

A woman attendant is on duty for an eight-hour shift to help customers, see that the venders are properly serv-

Condiment stand also contains throw-away plastic utensils.

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iced, keep the area tidy and make minor repairs. Including those preparing food, the installation has three full-time and one part-time employees.

About 350 persons, on an average, eat noon meals at this facility. In addition, the coffee break and an afternoon snack period are serviced from this area. For staff members working late, there is an evening supper service.

The dining room is divided into three sections: a small kitchen, vending area and dining space. The kitchen contains a refrigerator and freezer, eight-burner range, sandwich table, sink, work table, shelving unit, garbage can and space for portable carriers.

The vending equipment is a straight line arrangement immediately in front of the kitchen, with the exception of the candy and cigarette venders which are combined with a tray stand facing the entrance corridor. A watercooler and condiment shelves are part of the installation.

A wall separates the vending and dining area which seats approximately 80 persons. This space may be turned into a meeting room for approximately 103 persons and allows continued access to the vending equipment while a meeting is in progress.

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·L·E·T·T·E·R·S·

More on Morality

Sir:

Business morality does not change; people change. We always have had the immoral person and apparently always will. Those who have larceny in their hearts are always looking for the fast buck, the discount deal, the under-the-table handout. In our business, we have found those who indulge in such practices are short-lived. Time catches up with those on both sides of the bargaining desk. Such practices will continue so long as there are human beings.—MAURY G. FADELL, Fadell Personnel Service, Gary, Ind.

Sir:

I have not noticed any decline in business morality. There have been very few instances when a salesman has attempted to get our business by suggestion of bribes, kickbacks, etc., over some 25 years which I have served as purchasing agent here. Educational purchasing agents have high standards. — HAROLD MUTISPAUGH, Rollins College, Winter Park, Fla.

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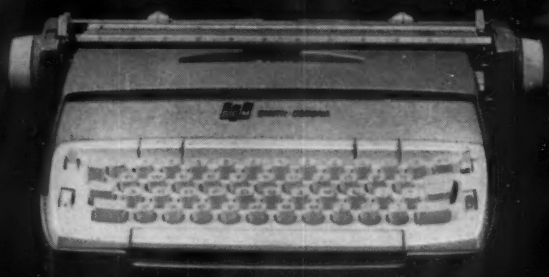

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REFERENCE MANUAL FOR OFFICE EMPLOYEES by Lenna A. Larsen & Appollonia M. Koebele. South-Western Publishing Co., 5101 Madison Road, Cincinnati 27, 149 pp., $1.20.

Tips on typing, letter mechanics, tabulating, grammar, punctuation, spelling, word division; mail, telephone and telegram information; business meetings; legal work; manuscripts and bibliographies; sources of information, etc.

EXPLORATION IN MANAGEMENT by Wilfred Brown. John Wiley & Sons, 440 Fourth Ave., New York 16, 326 pp., $6.

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industry. His review is divided into structure, policy, specialists' work and the gap at the bottom of the executive system.

ORBEN'S CURRENT COMEDY by Robert Orben. Orben Publications, 111 E. Carpenter St., Valley Stream, N. Y., 60 pp., $5.

Includes one-line gags, bits of business, sight gags, parodies, etc. for use in company letters or house organs as fillers.

BLUE BOOK OF AUTOMATIC MERCHANDISING. National Automatic Merchandising Assn., 7 S. Dearborn St., Chicago 3, 214 pp., $3.

Successor to the annual directory published since 1954, this lists vending machine manufacturers, vendible product suppliers, manufacturers of component parts and services, and operating companies that are NAMA members. Includes comprehensive information about the types of products manufactured or supplied and gives the names of key company executives. Each listing indexed according to product.

STAFF IN ORGANIZATION by Ernest Dale & Lyndall F. Urwick. McGraw-Hill Book Co., 330 West 42nd St., New York 36, 248 pp., $6.

Examines the use of the general staff concept — highly developed in military practice — in business. Explains why this organizational device is often misunderstood and how, properly applied, it can lessen the workload on top management.

COST REDUCTION GUIDE FOR MANUFACTURING MANAGEMENT by H. Clifton Morse & E. E. Wyatt. Wyatt & Morse, Inc., 332 S. Michigan Ave., Chicago 4, $18.

Shows how cost reduction is waste prevention, operation analysis and a feed-in of new ideas. Suggests proper organization of a cost reduction program: involve as many employees as possible; make one person responsible; keep program simple; watch expenses; set goals; conduct cost reduction seminars; measure and control performance; issue monthly progress reports.

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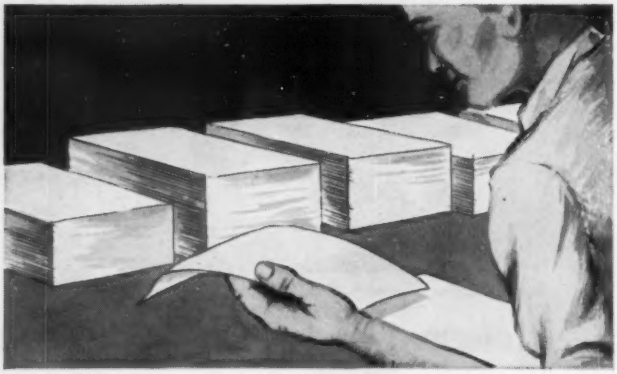

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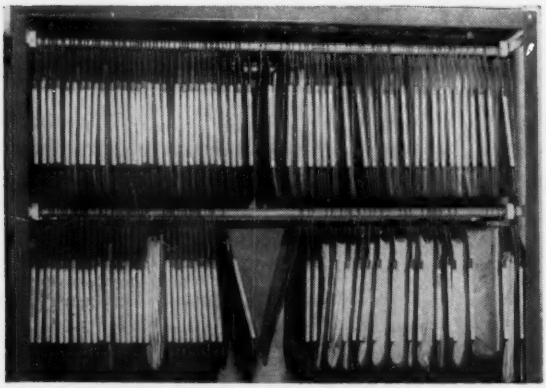

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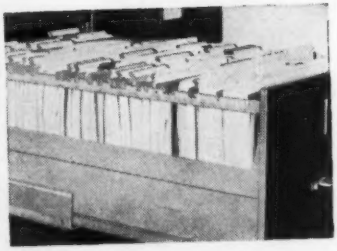

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R. P. GILLOTTE COMPANY

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For More Information Circle No. 323

TWO NEW AUTOMATIC
COLLATORS BY THOMAS

New 50-Station Collator

Offers more features at a lower price than any other high volume collator on the market.

- Accurately collates, counts and staggers 25,000 sheets per hour...stitches at a slightly lower rate
- Exclusive push button programmer permits different collating jobs to be run at the same time
- Occupies only 17½ square feet of floor space
- Loads in less than 7 minutes...no vacuum systems or fans to adjust, no need to compensate for weights or finishes of stock
- Handles sheet sizes from 7" x 8" to 11" x 14" in almost every weight and finish
- Foolproof miss and double detector stops machine instantly, preventing errors in finished sets

a product of Thomas Collator Industries, Inc.
a subsidiary of Thomas Collators Inc.

For More Information Circle No. 433

New 12-Station Collator

Provides fully automatic collating without the penalty of high price or space waste.

- Automatically collates, counts, crisscrosses or staples 6000 sheets per hour, regardless of the number of sheets per set
- All 12 stations can be loaded in a minute. No adjustments necessary for weight or finish of stock
- Each station will handle approximately ½ ream of 3" x 5" to 11" x 14" stock in most weights and finishes
- Any station can be eliminated simply, easily... at the flick of a lever
- Automatic miss and double detectors stop machine instantly... provide positive accuracy
- Takes only 2½ square feet of floor space... only 44" high

For complete information on the many ways you can speed up your collating operation and substantially reduce costs with either of these two new collators, write today to Dept. B34.

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- Tax Records
- Sales Reports
- Brochures
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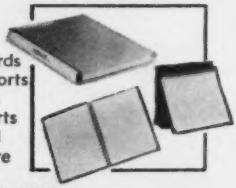
- 100's More



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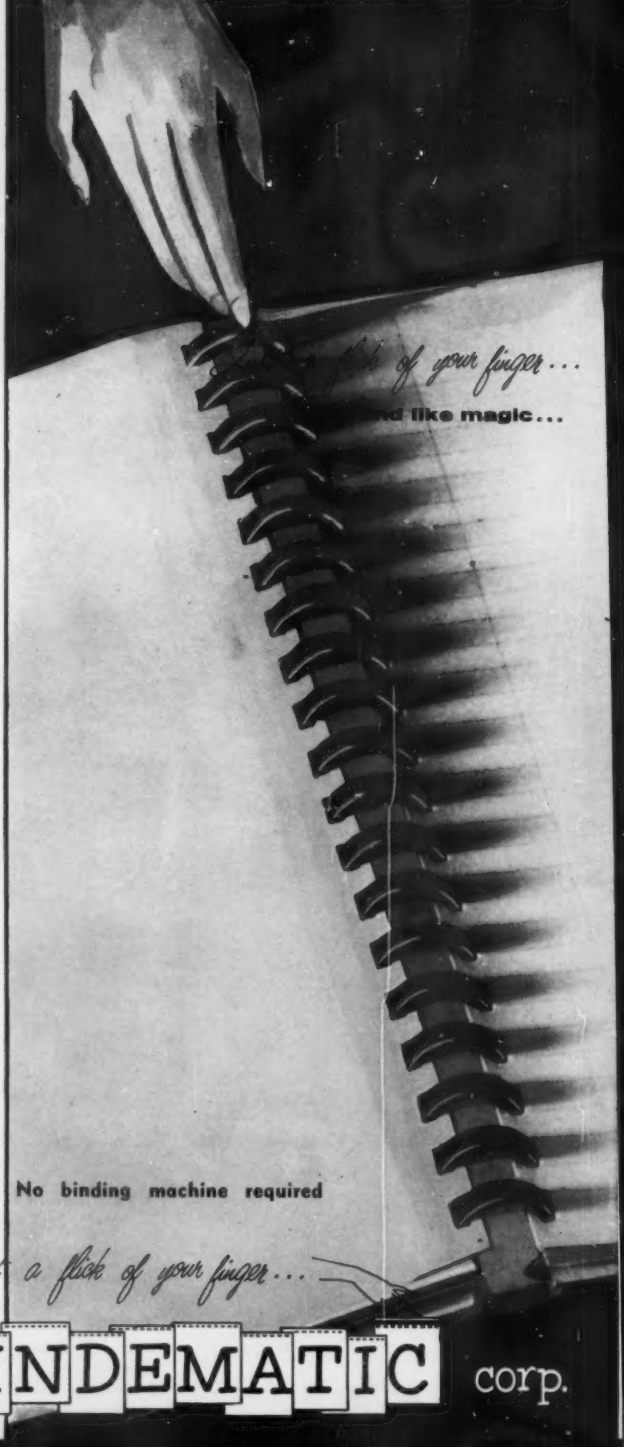

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VIBRATION-FREE RIGIDITY. Square, tubular legs. Adjustable, one piece, open top . . . noise-escape hatch.

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MULTI-PURPOSE UTILITY TABLE. Heavy steel construction. Top 30" wide, 18½" deep; undercoated for sound-vibration abatement. Tray inverted, becomes shelf. 2½" rubber casters, two with brakes.

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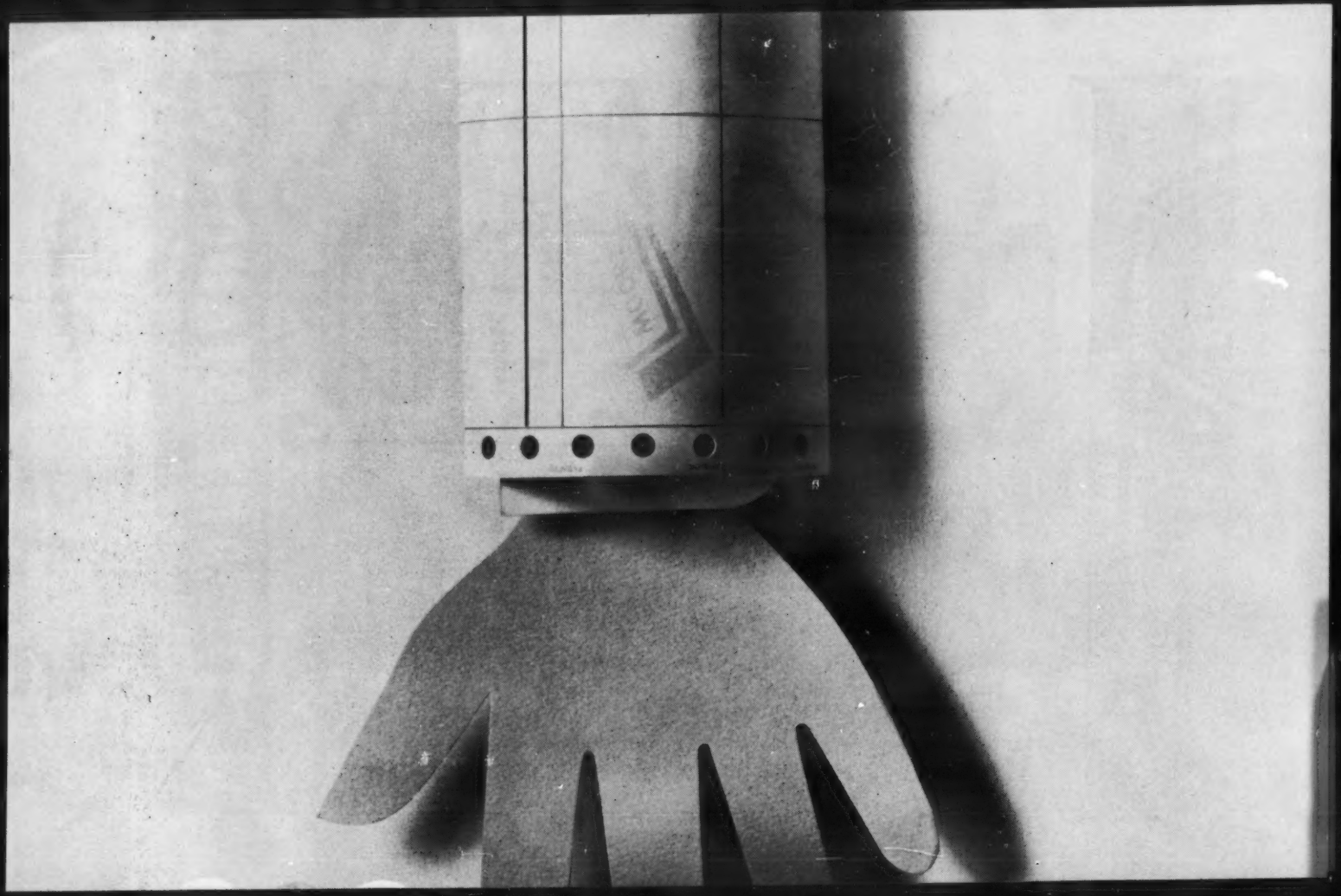
For More Information Circle No. 313



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An extra 'employee' working for you—Which forms should you have? The Moore man isn't limited—he can furnish any forms construction. He knows systems and short cuts that avoid work duplication. He's backed by Moore's research teams who are at work designing forms to cut costs. Moore's plants are located near you for fast service.

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Sada Sprint
This unique spirit duplicator reproduces any typescript, manuscript or drawing in one or more colors

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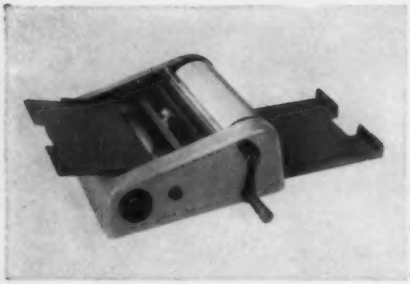
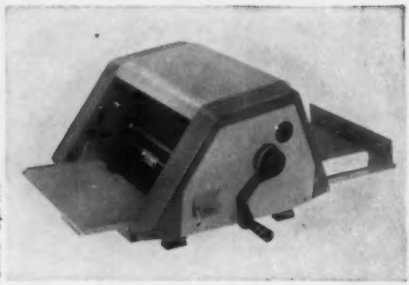
Compact in dimension but full-size in results, this modern stencil duplicator is hand or electrically operated

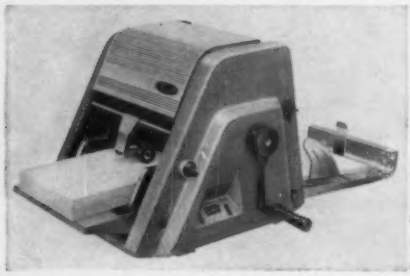
Sada Reporter
This electrically-operated automatic stencil duplicator has exclusive money-saving features



Sada Sprint



Sada Replic hand operated



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Fascinating, jet-aged models meet every demand of today's and tomorrow's business-builders. Choice of electric, hand, 10-key or full-keyboard.

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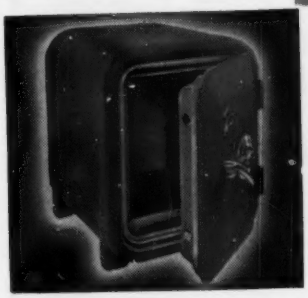

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Gentlemen:

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New Royaltyper™ turns out personalized form letters all by itself

No matter how large your mailing is, the Royaltyper types every letter in a completely personalized way: in address, salutation, typing quality, even to personal references in the body of the letter.

Royaltyper is a typewriter . . . but a very special one. It's automated . . . does its work all by itself. All a typist has to do is type the first letter on its regular standard typewriter keyboard. This automatically punches the tape (and frees the operator to do other office work). Then the machine takes over . . . at over 100 words per minute . . . all day long. Number of copies: Unlimited. Speed: 3 to 4 times faster than the operator.

No need to pay the high cost of manual typing. Royaltyper does the job for you . . . faster, better, more economically. Get all the facts (and the advantages) of Royaltyper. Call your nearest Royal McBee office, or send us the coupon below. Royal McBee Corporation.

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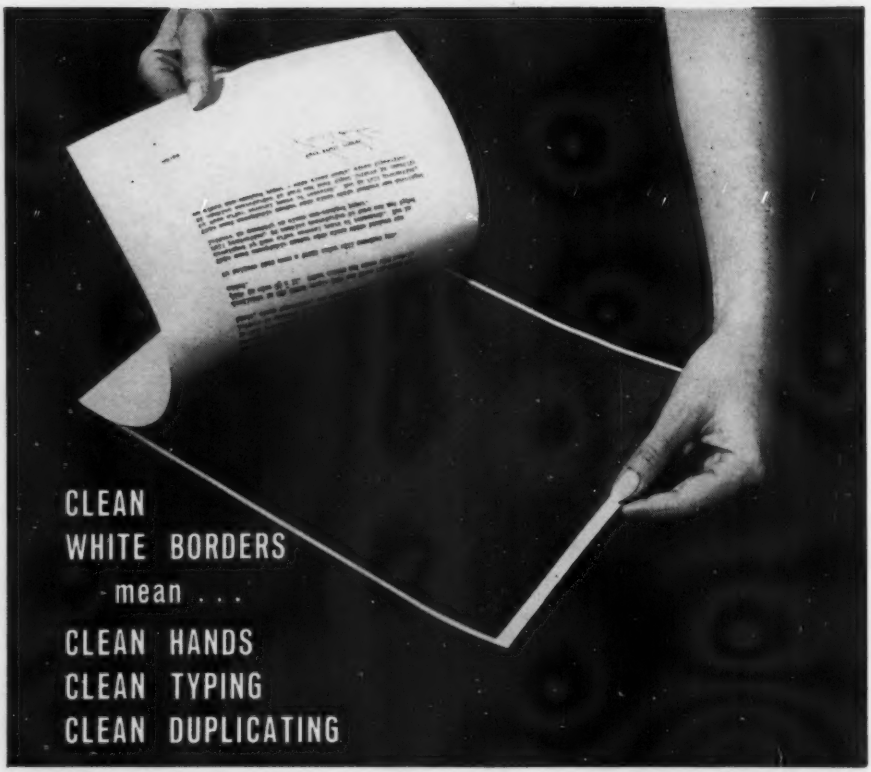

Patent Applied For

New fluid duplicating master from ROSE research

This *most acceptable* master with clean white borders was developed by Rose after several years of research. Now in full production, it enables secretaries to turn out neat typed letters in quantity on clean non-smudged paper—with clean hands, clean typewriter, and clean clothing.

Rose master units with the new clean white border are available *now* in STA-CLEAN® Purple #294 and Ultra STA-CLEAN® Black #604, size 8½ x 11. Other colors and sizes will be added soon.

We believe that a trial order will convince you.

ROSE RIBBON & CARBON MFG. CO., INC.
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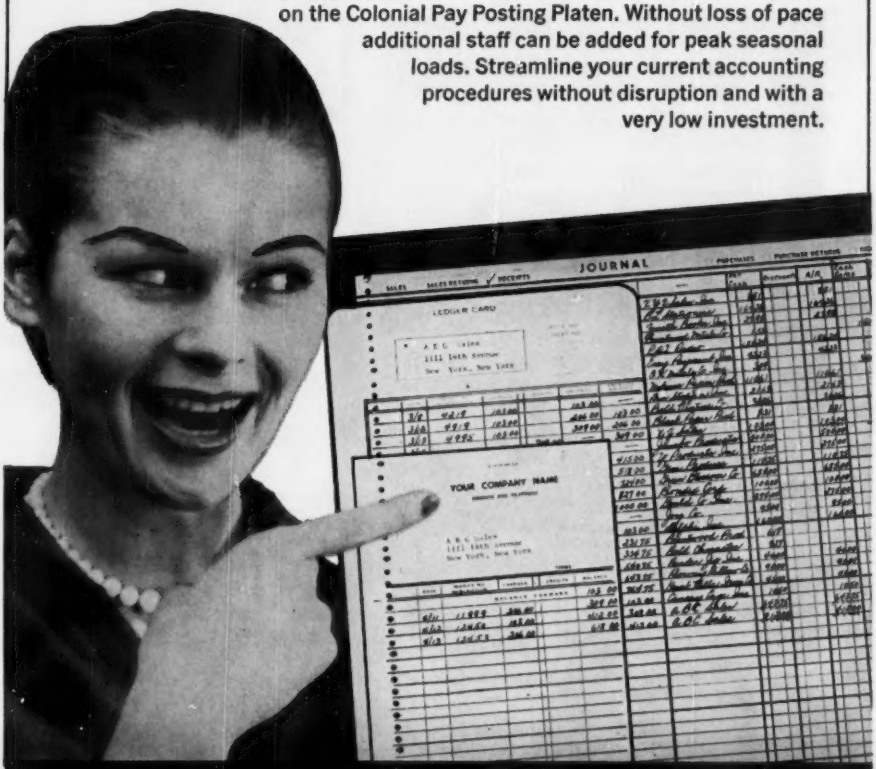
Anyone can learn in minutes!

BOOKKEEPING IS SO EASY WITH COLONIAL PAY SYSTEMS

You get the best features of machine bookkeeping—at a modest cost. With training that takes minutes, anyone can do your payroll, accounts receivable and accounts payable on the Colonial Pay Posting Platen. Without loss of pace additional staff can be added for peak seasonal loads. Streamline your current accounting procedures without disruption and with a very low investment.



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Write on your letterhead.

Colonial PAY Systems

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DIVISION: COLONIAL SALESBOOK CORP.

For More Information Circle No. 284

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World's Finest Photo-Copier

COPIES EVERYTHING IN SIGHT...IN SECONDS

If you have been under the impression that all photo-copiers are pretty much alike, don't buy any machine until you see the Speed-O-Print. In 59 seconds, your Speed-O-Print dealer will show you why hundreds of thousands of users—from one-man offices to leaders in business and industry—prefer this superb Photo-Copier to all others. Or, if you prefer, send for illustrated brochure describing the six Speed-O-Print models. You'll find one that exactly meets your budget and surpasses your most exacting requirements.

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I want to know why the Speed-O-Print Photo-Copier is superior. Please send, without obligation, complete details, *including a photo-copy of this request.*

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Speed-O-Print
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For More Information Circle No. 251

Camera!

Kathleen Hawes, the winner of Britain's Perfect Secretary contest sponsored by the magazine "She" and Manpower Services Ltd., London, on her arrival in New York to begin a two-month tour of the U. S. She is secretary to William H. Layzell, managing director, Addressograph-Multigraph Corp. of England.

President Kennedy is now using this desk made from the quarterdeck of a 19th century British sailing vessel and presented to the U. S. by Queen Victoria in 1878. It complements the nautical motif of the White House office but it doesn't quite cover the marks on the carpet left by the previous desk.

Records clerk Carol Hellman needs a ladder to reach papers stored in the technical library vault at North American Aviation, Inc., Los Angeles. Extensive installation of Bentson file cabinets includes combination lock files to safeguard some of the nation's important aircraft data. Files were installed by McMahan Bros. Desk Co.

Filing Technical Aircraft Data

Facts and figures on the X-15 rocket ship, B-70 intercontinental bomber and other projects underway at North American are stored in Bentson files lining walls of the engineering records room. Delta Thomas, seated, and Florence Plumley sort and file purchase requests.

The Chase Manhattan Bank Building in New York has a built-in dictation system with individual Dictaphone Time-Master dictating machines, transcribers for secretaries and a Telecord telephone dictation system with multiple recorders. Some of the 1150 executives who use the system are shown giving simultaneous dictation.

Built-In Dictation System at Chase

One of the 11 transcribing pools which service various departments. Pools are fed Dictabelts recorded on Time-Master machines or over Telecord system. Approximately 13,000 pieces of mail are handled this way each week.

Five New York area offices were recently decorated by Intramural, Inc., New York interior designers. Japanese wall covering, walnut wainscoating and print draperies, accented by a contemporary painting, give a modern feeling to the office of Arthur Cohen of Hanover Associates. Large desk with slender legs and tooled leather top blends with teak framed, natural cane chairs.

Five Newly Decorated New York Area Offices

Collection of antique apothecary jars is used for wall treatment in the traditional office of Melvin Block, Block Drug Co., Jersey City. Pine paneled walls, bright green carpet, and yellow and green linen upholstery set off the collection and antique accessories. (See opposite page.)

A working office for Zack Osias, Osias Construction Co., matches ebonized teak desk with table scaled for plans and job conferences. Side chairs are ebonized teak with black leather upholstery also used in swivel chair. Pastel olive walls, terra cotta rug, white bamboo curtains, and white and terra cotta draperies complete the color scheme.

Coordination of secretarial and executive space in offices of Alexander M. Arnstein utilizes floor coverings and fabrics in muted blue, contrasting with paneled walnut wall screens and furniture. Walls are oyster white and blue with accessories of polished brass and enamel. Folding shutters add interest to window, minimize obstructed view.

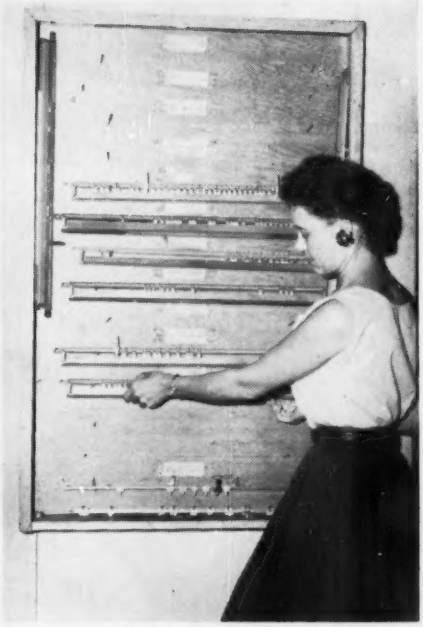
Traditional reception area for Davis Publications, Inc., gains color and textural design with pale beige vinyl wall covering overprinted with deep crimson flock pattern. Crimson is carried through rug and upholstery fabric.

Jewel Paint & Varnish Co., Chicago, makes paper offset masters in its Thermo-Fax copying machine in about 10-15 seconds. Copies of forms, charts, etc., are made into a plate by running them through with special plastic sheets.

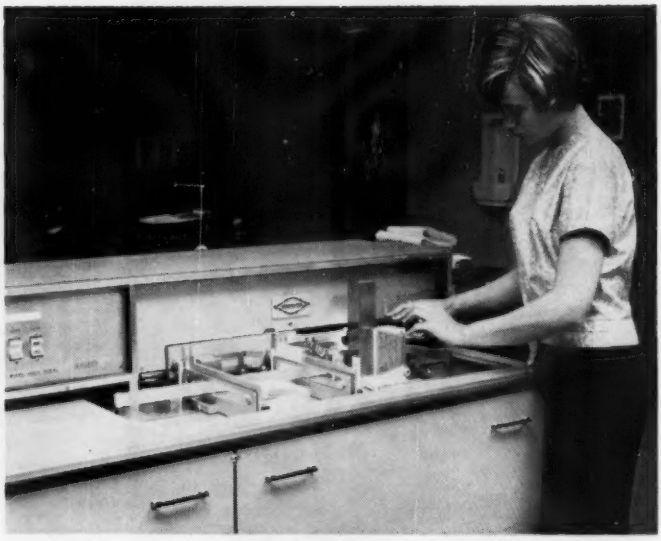
Assistant treasurer Selden W. Clark compares copying machine master held by secretary with original advertising piece. Extra copies of brochure were made up in minutes by using fast paper masters.

Copying Machine Produces Offset Masters

Masters are ready for offset printing as soon as they come out of the Thermo - Fax machine. Here secretary delivers one to member of Jewel's internal reproduction department.



Program bars used by York-Shipley, Inc., York, Pa., in its National Cash Register Co. accounting machines are kept on this bar panel attached to a nearby wall. Hooks in the plywood panel hold individual bars which are identified by labels.



This Farrington Optical Scanner in the Jamaica, N. Y., offices of the New York Telephone Co. is the pilot machine of 17 electronic readers, largest single order for these machines ever made. They are to be used in 17 accounting districts in the state to read perforated stubs returned by customers and convert them into punched card records of payments.

George Angell, 15-year-old student at Staples High School, Westport, Conn., learns programing on a Royal Precision LGP-30 computer. He is one of 17 students who gave up part of summer vacation for daily 3½-hour sessions.

Manhattan Life Insurance Co., New York, uses Cel-U-Dex Corp. transparent Hol-Dex self-adhesive label holders on the open shelves of its application files division.

THEY'RE A TEAM!

For the long haul, it pays to harness up the right team and get powerful results. These two PHOTORAPID **exclusives** rely on teamwork.

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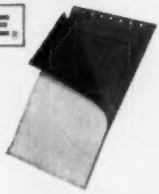
MAGI-PLATE®

by

GEVAERT



MAKE YOUR OWN METAL OFFSET PLATES IN 60 SECONDS—ONLY 39¢ COMPLETE!

- MAGI-PLATE gives truly professional results when used with the PIONEER PLATEMAKER—or you can use your present photocopy equipment.
- No darkroom or expensive plumbing required.

Photorapid

PIONEER II & III

PLATEMAKERS

THE ONLY VACUUM PRINTER AND PROCESSOR MADE FOR USE WITH MAGI-PLATE

- The first one-piece completely self-contained vacuum printer and processor. Designed for perfect, professional reproduction from paste-ups.
- New heavy-duty electric vacuum pump.
- PIONEER II—14" x 18" printer surface.
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FOR BEST RESULTS THEY BELONG TOGETHER!

- Make plates from anything the eye can see...from half-tones, solid images and colors... with sharp, clean photographic lines!
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Gentlemen: Please arrange for free trial in our office of:
☐ MAGI-PLATE
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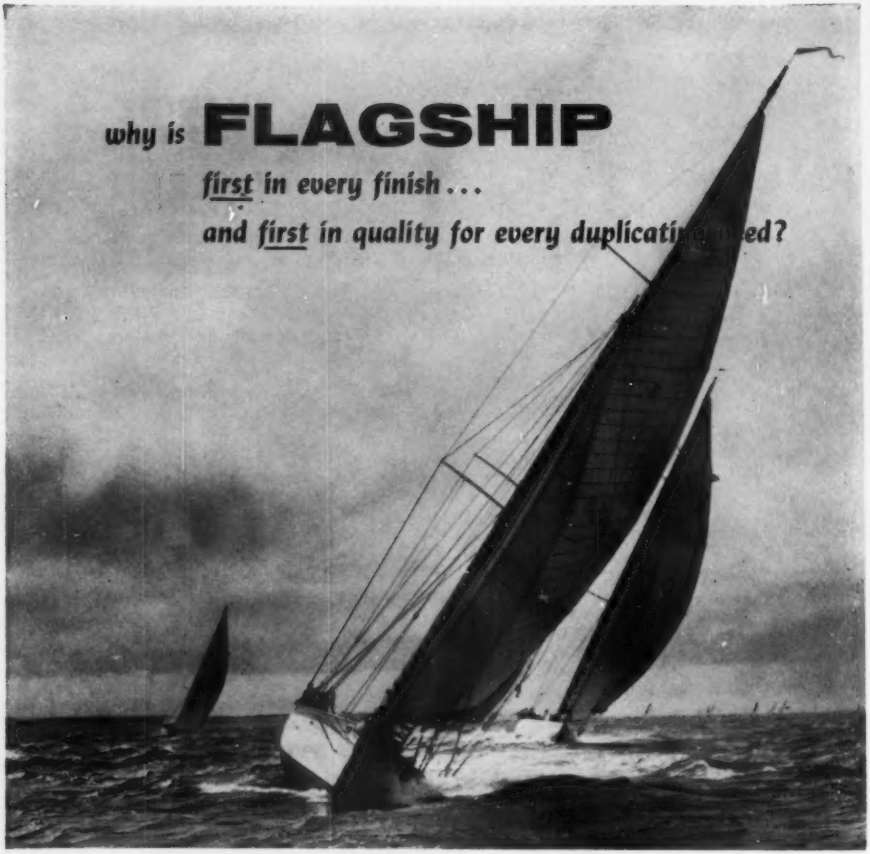
DEALER INQUIRIES INVITED

For More Information Circle No. 303



The FLAGSHIP Line of metallic back carbon papers has earned its number one rating by superior performance. When you offer FLAGSHIP your customers get longer wear, cleaner copies without feed-roll streaks, and the non-slip and ease of handling features that only FLAGSHIP provides—all at no extra cost! Ask the dealer who has a FLAGSHIP franchise and he'll tell you that with FLAGSHIP you'll sell more carbon easier than you ever have. And repeat orders go to you because your franchise is protected.

But FLAGSHIP is only a part of a broad line of fine Allied products—for every duplicating need from orange diazo carbons, a complete line of spirit products, to fluid-eradicable ribbons.

The franchise may be open now in your vicinity.

Write today for more information on how to make your carbon and ribbon sales an important profit producing source for you.

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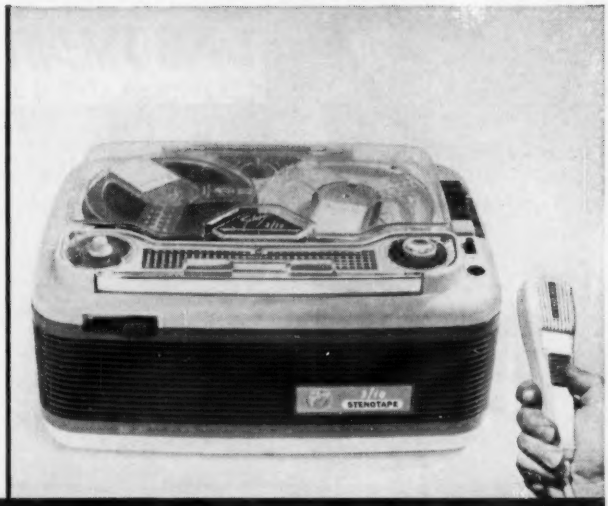
For More Information Circle No. 275

NOW YOU CAN OWN 3 BUSINESS RECORDING MACHINES FOR THE PRICE OF 1



GELOSO

STENOTAPE 3/10

3 Speeds / 10 hour Dictation with Remote Dictation / Transcription Controls

Its advanced electronic design makes it a **3-way** machine: conference recorder (at 15/16 ips), standard office unit (at 1⅞ ips) and personal hi-fi tape recorder (at 3¾ ips). Weighing only 13 lbs., this is the most versatile compact business recording machine you can own. For correspondence, meetings, sales training programs, audio-visual presentations, post-graduate digests, language labs, and personal entertainment. So sensitive, the 3/10 records 30 feet away—records music with concert hall realism. It's completely compatible with all StenOtape units and standard tape recorders.

Complete with remote control microphone for dictation; reel of tape and take-up reel. Accessories available for remote control transcription. $249.95 Plus FET FULL YEAR GUARANTEE

Ask your dealer to demonstrate the versatile StenOtape 256 Dictation Transcription office machine. Compatible partner of the 3/10.

AMERICAN GELOSO ELECTRONICS, INC., Dept. 310
251 Park Avenue South • New York 10, N. Y.

In Canada: CANADIAN GELOSO ELECTRONICS, LTD.
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Give me a complete rundown on the StenOtape 3/10 and tell me where I can get in touch with my nearest dealer.

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Company_____

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City_____ Zone____ State____

For More Information Circle No. 246

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CHICAGO, Import Office Machine Co., 7444 N. Harlem Ave.
SAN FRANCISCO, Northwest Lagomarsino, 639 Howard St.
LOS ANGELES, Wholesale Business Machines, 7515 Beverly Blvd.
HOUSTON, Adding Machines Distributing Co., 2201 Caroline St.
DALLAS, Wholesale Office Machines Co., 2000 North Lamar St.
LOUISVILLE, KY., Import Business Machines Co., 1503 Bardstown Road.
PUERTO RICO distributor: SAN JUAN, Real Hermanos Inc., Calle Tanca 250
CANADA distributor: TORONTO, Nauta Bros., 3615 Danforth Ave.

For more information circle No. 200

New MASO BOOKCASES

LOW-COST

SMART • STURDY • VERSATILE

MASO new bookcases, with decorative design and beautiful finish, have a wide variety of uses. Attractive as corner or wall bookcases — individually or grouped; island dividers; counters. Provide working, shelf or counter area; office or stock room storage.

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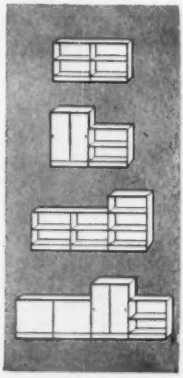

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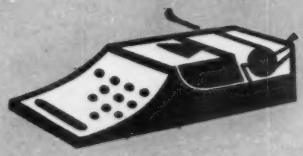

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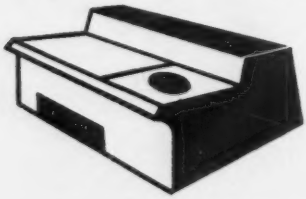

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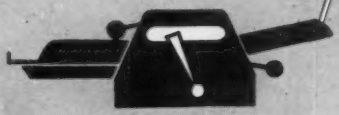

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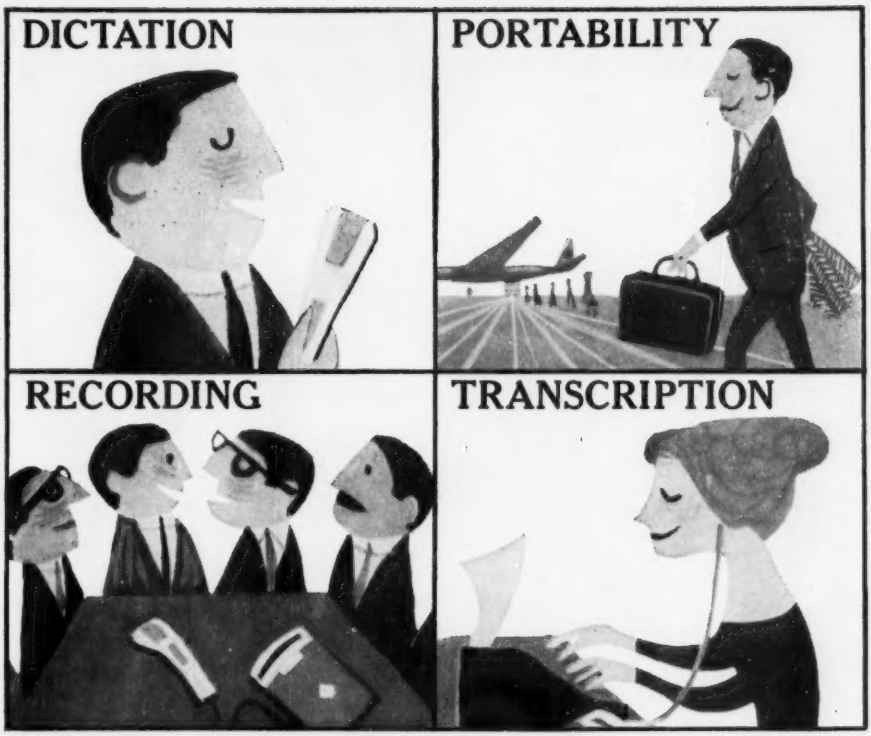

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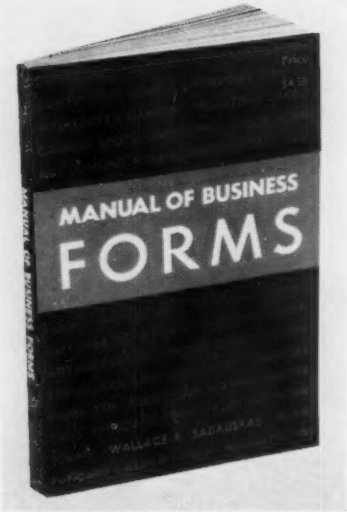

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How We Found the Right City For a New Office Building

RONALD M. REIFLER, Vice President, Fantus Co., Chicago

FINDING THE RIGHT location for a 1200-employee office building can be amazingly complex, especially when the search is restricted to nonmetropolitan communities in Illinois which excludes Chicago and leaves only two other cities in the state with populations as high as 100,000. So the total employment of this office would be more than 1% of the entire population of the largest city being considered, and as high as 6% of some smaller cities.

This was the problem of the Illinois Agricultural Assn., the largest State Farm Bureau in the world, in 1958. IAA has almost 200,000 members throughout the state. Its 1200 office personnel include the managements and staffs of not only the IAA itself, but of diverse affiliated companies supplying life insurance, casualty insurance (including crop and hail insurance), cooperative buying of farm supplies, auditing farm records, grain management, milk distribution, livestock marketing and serum distribution.

Founded just before World War I, IAA and its functions had grown rapidly and the need for office space zoomed after World War II. In recent years, IAA's headquarters building on Chicago's near north side became crowded and uncomfortable, requiring makeshift arrangements. Additional space was leased outside of the 12-story home office building, but this was a temporary makeshift. In 1957, the officers proposed to the directors that IAA build a new building. In response to this, some of the representatives of the 99 County Farm Bureau organizations said, "As long as we need extra space, why not move the headquarters downstate?" Their reasoning:

1. Chicago is not centrally located in

New office building of the Illinois Agricultural Assn. in Bloomington, Ill.

Illinois, with Cairo at the southern tip of the state nearly 400 miles away.

2. There was a strong feeling that an organization such as the IAA belonged not in a big city, but much closer physically to its constituents. In this way, more of the payrolls would be earned by rural "downstaters."

3. Members wanted to locate the organization closer to agriculture although, strangely enough, the county with the largest number of members was Cook County (Chicago).

4. The prospect of operating at a lower cost in a smaller community was not overlooked.

Other members of IAA felt Chicago offered all the association would ever need. Chicago, as a great center for marketing farm products, transportation, finance and insurance, and research, was a focal point for much of the work of the association. Chicago had a large pool of clerical labor and offered continuing availability of executives, technical people and other skilled occupations. Basically, they felt that part of the success of the organization was due to its presence in such a dynamic city. In spite of strong arguments in favor of retaining the association in Chicago, the majority of the delegates voted for a downstate location.

Fantus Co. was chosen to recommend the central Illinois community which, at the lowest possible operating costs, best met the preferences of the individual members and the Farm Bureaus, as well as the day-to-day requirements of the affiliated companies and the association itself. Delegations from communities throughout the state descended upon IAA headquarters and our offices in Chicago armed with brochures, flip-charts, maps and photographs describing their communities. A total of 48 Illinois cities (and one Indi-

Windows of first-floor executive offices, protected by overhanging second story, provide view of surrounding area without glare, and permit use of transparent draperies.

Open office areas are brightly lighted, feature light tones in desks, files.

ana town) made formal presentations to be considered. Competition between the cities was keen from the outset, so a fair and objective method of screening was essential.

Proximity to the center of the state (within approximately 60 to 75 miles) and size of population (over 20,000) were considered initial factors. Seven cities which met both of these factors, and three cities which met only one, were selected. Each of the ten downstate cities was examined with respect to the following requirements. This is what the IAA needed:

1. An area where trained clerical labor either was available or could be made available during the period of the move.

2. A community with a large white-collar employment, so that the association would be compatible with its neighbors.

3. A community close to the center of IAA membership to provide greater convenience for the staff and for members who visit headquarters.

4. A community large enough to provide some of the services required to staff an office building, yet small enough to preserve the friendliness of smaller communities.

5. A community which was farm-oriented so that farmers and their families would have opportunity for employment. In addition, the community should have had adequate opportunities for youth to participate in FFA or 4-H work.

6. A community which had the best possible access to Chicago's financial, trade association, library, marketing, transportation and other facilities.

7. A community which had convenient air, highway, rail and bus service to the rest of the state.

8. A community which offered reasonable proximity to a variety of state farming activities: meetings at the College of Agriculture in Urbana, confer-

ences with the state government at Springfield, and proximity to the Dept. of Agriculture research station in Peoria, grain marketing activities in Chicago, and to the individual Farm Bureaus throughout the state.

9. A community which offered a favorable labor climate as measured by the experience of other employers.

10. A community which offered good living conditions for employees: good clean neighborhoods, low crime rate, good schools, parks, lakes, golf courses, and, if possible, a college or university.

11. A community in which the organization matched, rather than competed, with existing activities.

12. A community which had attractive, properly zoned sites on a major interstate-type highway.

13. A community which had a wage-cost structure which would allow IAA to obtain the best quality work force without paying a price penalty for location.

On the basis of a careful point-by-point rating system, the search for the most suitable downstate location was narrowed to four final cities (Bloomington, Champaign-Urbana, Peoria and Springfield). Each of these was subjected to detailed, thorough analysis. A few of the topics considered appear on the page opposite.

At this stage, the entire 20-man IAA board of directors, top architect officers and Fantus representatives bundled into a chartered bus and toured central Illinois to obtain a visual impression of the cities under consideration, where

This view of a passage area shows how diffused light is admitted through glass panels at left. Large windows and low paneling beyond admit maximum daylight.

Factors That Were Considered in Choosing the City . . .

OPERATING COSTS

Salary Levels: Clerical and Executive.

Fringe Benefit Practices.

Occupancy Costs: Land, Construction, Insurance.

Utilities: Power, Water, Sewage, Fuel, Telephone.

Taxes: Real Property, Personal Property.

LIVING CONDITIONS

Availability of Suitable Housing.

Educational Opportunities.

Medical Facilities.

Recreational and Cultural Features.

Shopping Areas.

Religious Establishments.

OPERATING CONDITIONS

Present and Future Availability of Workers: Male, Female.

Attracting and Retaining Executives.

Speed and Reliability of Mail Service.

Passenger Access to Springfield, Chicago and Washington, D.C.

Utility Reliability and Service.

Business Services: Machine Repair, Printing and Duplicating, Catering, Etc.

Protection Services: Fire, Police, Zoning.

. . . and Choosing the Neighborhood

Characteristics of Neighborhood.

Adequacy of Zoning.

Proximity of Police and Fire Protection.

Per cent of acreage solid enough for construction.

Extent of Grading Necessary.

Load Bearing Characteristics of Subsoil.

Flood History.

Direction of Drainage.

Access to Highway; Traffic Patterns Leading to and from Site.

Cost of Land.

Cost of Bringing in Utilities.

Tax Rate and Basis of Assessment.

Fire Insurance Rate.

Attractiveness.

Suitability for the Organization.

the visitors trudged over vacant property, rode through attractive neighborhoods, walked through downtown sections and talked with city officials in each of the four cities.

The visit left them feeling enthusiastic toward all four communities. Each city had positive advantages as well as potential disadvantages for IAA. Each met the *minimum* basic specifications (operating costs, operating conditions, living conditions). After long deliberation, Bloomington was chosen.

Bloomington had a combination of significant advantages which made it especially attractive to IAA. It was a two-university town; it offered the lowest operating costs of any of the four cities; it had a good reputation as a white-collar oriented community. The successful record of Illinois Wesleyan University, Illinois State Normal University, General Telephone Co., General Electric Co. and the home office and state headquarters of State Farm Mutual Insurance Co., as clerical employers was highly encouraging. Fantus records, over a long period, confirmed the long-run favorability of the Bloomington labor climate.

Bloomington was the largest city closest to IAA's center of membership, located in the extreme southwestern corner of McLean County, at the time of the survey. The city offered good transportation access to the center of the state. The community was large enough to provide some office services, and small enough to offer friendly community atmosphere. While most of the larger central Illinois communities are farm-oriented, McLean County was one of the most productive farm counties in the state. Bloomington boys and girls have the opportunity to participate in an active 4-H chapter.

Furthermore, the community was the home of one of the outstanding farm-oriented newspapers in the nation. The Bloomington Pantagraph, with over 50% of its circulation going to farm families, would serve as a knowledgable hometown newspaper for IAA. Bloomington offered convenient access to the legislature, the University of Illinois College of Agriculture, and the city of Chicago, without being in the same community with any of these. Along with each of the other final cities, it offered excellent living conditions. Its low crime rate was significant. Good schools, golf courses and lakes, as well as attractive neighborhoods for all income levels, were also carefully considered.

Bloomington possessed a series of attractive sites along U. S. Route 66 which were judged by the survey team and the architect to be outstanding. It was in close proximity to the high school and other attractive office and industrial developments. The local wage-rate structure was slightly below that of competing cities. Because of this, and because of the high labor quality ratings of Bloomington, it was felt that IAA would receive excellent value for its money in terms of labor productivity.

On the basis of these considerations, Bloomington became the Fantus recommendation for a downstate location and the directors agreed on Bloomington. The land was bought, the building was built and occupied by IAA last July 1.

How Hertz Moved Its Offices From Chicago to New York

MANY BEHIND-THE-SCENES considerations are involved in the physical moving of an office from one city to another. Take the case of the Hertz Corp. When the world's largest automotive rental firm decided upon New York for its world headquarters in 1959, it employed 400 persons scattered throughout several buildings surrounding 218 S. Wabash St. in Chicago.

Hertz decided to bring 85 executives and key employees to New York. This involved bringing 85 families, too. Soon the company felt as though it had entered the real estate business: employees were assisted in selling their Chicago homes; Cushman & Wakefield and other New York realtors were contacted to help find houses and apartments; money was advanced in many cases toward the purchase of new homes.

Arrangements for the move had to be made before the first of September, so that all children could enter school on time. Travel and time off had to be arranged so that Chicago executives could fly to New York to inspect the various parcels of real estate the agents found. The company alleviated the search somewhat by having a car (Hertz, of course) available to drive them from one area to another.

When the move was first discussed, Hertz called in a management consultant who recommended that the firm keep its executive offices in Chicago. However, officials determined that New York would offer more, due to the increasing international scope of the business.

The company was faced with the difficult problem of keeping its Chicago employees until the move could be effected, and hiring and training New York employees to assume these jobs, with as little break in routine as possible. The Chicago employees were promised and given liberal termination arrangements, while everything possible was done to make entry into the company smooth for those who were to

The accounting department in the new Hertz offices in New York.

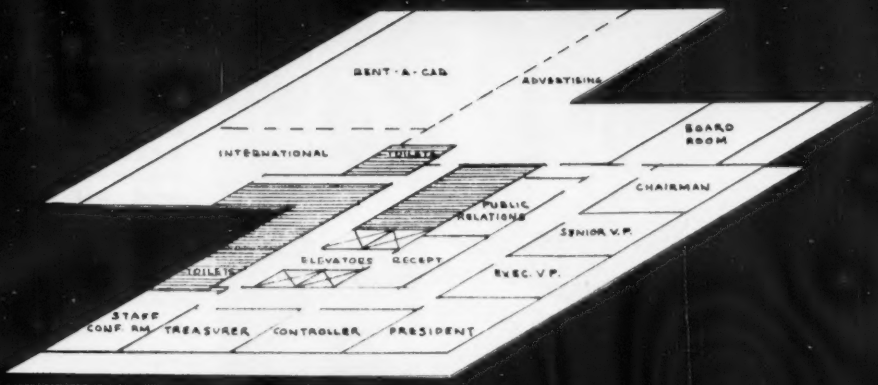
replace them. Many New Yorkers were sent to Chicago to learn how the jobs were being done there. When they reported for work at the new offices, they were met by a receptionist who showed them around and took them to their desks containing literature describing the company and its operations, complete job descriptions and messages of welcome.

The move was especially difficult for data processing, which handles from 60-70,000 punched cards a day. In order not to have a complete breakdown in this department, the Chicago section was run for one month after the New York section opened, although the two operated simultaneously only three weeks. The department brought its chief machine operators from Chicago, and four girls who worked temporarily for two months to help with the transition. It was necessary to hire 20 New York girls out of high school, and 15 with one to eight years' experience, and train them. Since all this department's equipment is leased, old machines were left in Chicago and entirely new ones installed in New York. Hertz officials figure that they saved nearly two weeks' work time by not moving the machines. Equipment consists of 35 IBM key punches (which soon will be cut to 33); one 419 numeric printer; six 523 summary punches; two 519 reproducers; three 85 collators; three 88 collators; one 557 interpreter; one 604 calculator; seven 83 sorters. It is planned that Series 1400 computer equipment will be installed in November.

There is separate air conditioning for the data processing department on a 24-hour basis, year 'round. Since the move, data processing has been on overtime, although this has now been limited to 45 hours per week, per employee. Department heads hope that they will be on schedule by the end of the year.

More than a year before the move, Hertz officials contacted two New York firms to assist in planning the new offices. Cushman & Wakefield had the task of finding suitable space in Manhattan. This required approximately

The personnel reception room is attractive and well lighted for job applicants to fill out forms. It also allows applicants to wait comfortably for appointments.



This shows the shape of floor areas in the new Hertz offices.

75,000 sq. ft. in the midtown area, at a rental and under lease terms which Hertz management felt acceptable. Designs for Business, Inc., was given the job of planning the offices, even before the actual space was found. DFB vice president and director of design Gerald Luss assigned Henry Muhr as project director. In October, 1959, he went to Chicago and began working with department heads to determine space and equipment needs.

Hertz finally subleased 75,000 sq. ft. on five floors (the 9th through the 13th) of the then unfinished Getty Building at 660 Madison Ave. Although the area seemed best suited to Hertz requirements, the building is peculiar in shape because of its land area. Actually it is rather "Z" shaped, consisting of two large blocks connected by a service core.

The completed offices are among the handsomest and most functional in

Employee cafeteria has the informal, festive air of a picnic area.

Special attention was given to all reception areas. Simulated park benches and mirrored wall make small space seem larger.

New York, despite the layout difficulties. Each floor has the stamp of subdued high style and excellent taste: warm, rich woods in paneling and furnishings, complemented by neutral tones and, occasionally, bright touches of color. Marion Kamp was Designs for Business' decorator for the project.

The executive suite is a study in spaciousness and comfort. Walnut paneling, marble floors and deep carpets are used throughout. Each executive was consulted as to his likes, dislikes and needs before his office was designed. The result is pleasing, yet functional. The same feeling of richness and individuality was achieved in the reception rooms, where glass, simulated park benches, special flooring and subdued lighting seem to say, "welcome."

Executive and reception areas contrast with general office areas, where function is at a premium. Here a corporate look has been achieved with similar desks, files and auxiliary equipment, usually in white, and highlights of color on walls, partitions, desk panels, etc.

Hertz's concern with employee comfort is best found in the dining and recreation rooms. The cafeteria was planned to be enjoyed, offering a complete change of pace from working areas. A tile brick floor, rough sawn planking on the walls, fish net draperies, and natural planting form the backdrop for picnic benches and tables, canvas chairs and other festive, informal furnishings. The effect is topped off by colored discs on the ceiling over the tables to simulate umbrellas.

One of the major problems confronting the planners was the placement and consolidation of files. A central file in the center of the floorspace is shared by Credit & Collections, Adjustments, and Accounts Receivables, since all these departments need access to them. Much consolidation and weeding out, not only of files but the entire operation, was required before and after the move. Each department head was consulted. In many cases, departments had grown rather haphazardly, and executives had to decide just what was being done, by whom, how much space it required and, finally, if it was really necessary. The resultant soul- and space-searching has increased the efficiency of the entire organization.

A Charter for Your Systems & Procedures People

RALPH E. STEERE, Assistant Vice President,
Management Services Div., Sanderson & Porter, Inc., New York

ANY PROGRAM of systems and procedures improvement can only move forward in an area that is mapped out as far as authorities, responsibilities and overall goals are concerned. Yet, more often than not, we work in an atmosphere where only overall goals are ever spelled out, and then only in vaguest terms, "raise efficiency; slash costs; control forms; let's try this, let's do that." Even overall goals are often contradictory, unimportant or geared to problems that should never have arisen in the first place. What can systems people do about it?

They can insure that they operate within a certain framework of responsibility and authority just as does everyone else in the company who's expected to do a competent job. They can prepare a job description for themselves and present it to management. It may be approved in toto, it may be compromised in some details. Either way, it will give systems people a base from which to operate.

All powers not specifically denied the systems and procedures group are reserved, at least by implication, to that group. Insure that nothing in the phraseology of your job description could be interpreted as limiting the scope or future growth of the systems unit. This may seem a large order for an internal systems group to accomplish, but it needn't be. Often systems departments evolve out of other groups and are apt to have an inferiority complex in regard to their own place. If management is willing to authorize a systems and procedures group under that title, it is necessary to spell out the group's responsibilities and powers.

The only way a pattern of specific projects, specific times, specific priorities and costs and specific yes or no decisions can be achieved is with a definite operating framework spelling out the systems' responsibilities and authority—*a systems charter.* To be most effectitve, it must be official and included in the company policy manual. If the company is not this formal about policy matters, a letter or directive from the president or chief executive officer to all line executives, department heads and supervisors, will do. With the ground rules in writing, backed by top management, the main objective is met. Verbal agreements are the shortest route to turmoil and misunderstanding; everyone down the line has a different version of what agreements were made and a different idea of what they mean.

We have helped draft charters for internal systems and procedures departments in companies where we have been called to "audit" such groups. We have seen the benefits of such a systems charter in the improved functioning of internal systems people after the charter was prepared. Generally, such

a charter might be as shown below.

This shows the major areas that might be covered in a written charter for a systems and procedures department. It is not intended to be definitive; it may be too formal for some companies and not spelled out in enough detail for others. However, it can be used as a point of departure for any company. It indicates, as much as any general statement can, the exact degree of responsibility and exact limits of each operation. Yet, the wording is general enough to give the systems department room for expansion.

There is one notable omission in the charter suggestions given: to whom do systems people report? Where should the systems and procedures be on the organization chart? This is deliberate.

Functions and Responsibilities of

The Systems & Procedures Division is responsible for the development and maintenance of sound plans for the administrative management at the ..... Co. and for providing a staff service to corporate officers and department heads on problems of administration and office procedures. Specifically, responsibilities and functions include:

A. Conducting organization surveys when requested by management, or when indicated by systems and procedures analysis; developing detailed written recommendations for improved operations, with specific estimates for the cost of such improvements and the benefits to be expected; maintaining the company's organization charts.

B. Analyzing, in close *cooperation* with operating people in each department affected, companywide and departmental administrative and office systems methods and procedures; developing and presenting recommendations for improvements in systems, methods and procedures and, *after approval* by the appropriate official, assisting in the installation of systems revision.

C. Preparing, clearing through the appropriate official and issuing Statements of Policy, Operating Systems, Detailed Procedures and Standard Practices covering administrative policies, organization responsibilities, procedures and practices of companywide or interdepartmental interest and application; maintaining the Administration Manual containing these documents.

D. Maintaining surveillance over operating departments' work methods and routines to insure compliance with the approved standard procedures.

E. Conducting feasibility studies and making recommendations concerning automatic data processing equipment; developing supporting systems and routine for the most effective use of such equipment.

F. Developing standards for office machines and equipment based on operational requirements and economy.

G. Developing and maintaining a companywide records control pro-

Unless a systems and procedures group is being started from scratch, its place within the organization is usually a *fait accompli,* not to be changed without a sweeping management reorganization. If the charter can be achieved, the actual place on the organization chart needn't be too important.

Should the systems function fall into the general finance area of accounting, controller, treasurer, etc., or should it come under an administrative executive? The best area for the function is where analysts will be able to:

1. Cut across departmental lines.
2. Report directly to a powerful and respected top management executive, if possible a member of the executive committee.
3. Report to an executive with in-

the Systems and Procedures Division

gram to provide, in the most economical manner, the records needed by the corporation to carry out its functions efficiently. In this connection, the Systems & Procedures Division shall:

1. Develop and maintain a forms control system to prevent the creation of unnecessary forms, and to effect procedural improvements and economies by scientific forms design, standardization, simplification and consolidation of existing forms and elimination of superfluous forms.

2. Develop and maintain, in collaboration with the departments concerned, a system of management reports designed to supply each level of management with the information it needs in consolidated form; prevent the creation of unnecessary reports; eliminate overlapping reports; control reports distribution; and establish proper methods of compilation.

3. Develop standards for a records retention program; investigate, review and make recommendations on records retention policies and schedules to the appropriate officer or department head.

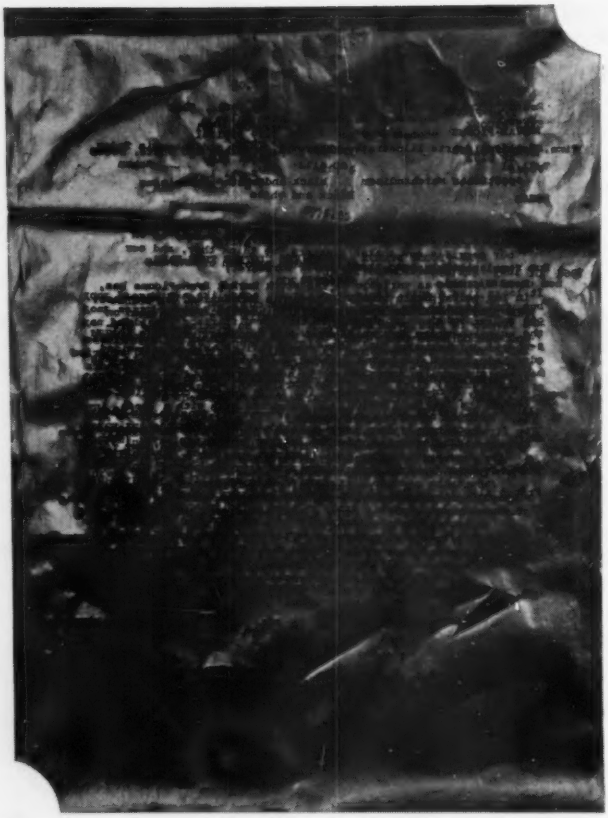
4. Develop standards for defining the vital records of the corporation, and insuring their protection against disaster.

H. Developing office work simplification methods; cooperating with the Training Division of the Personnel Department in preparing training materials and conducting training courses during the installation of such methods.

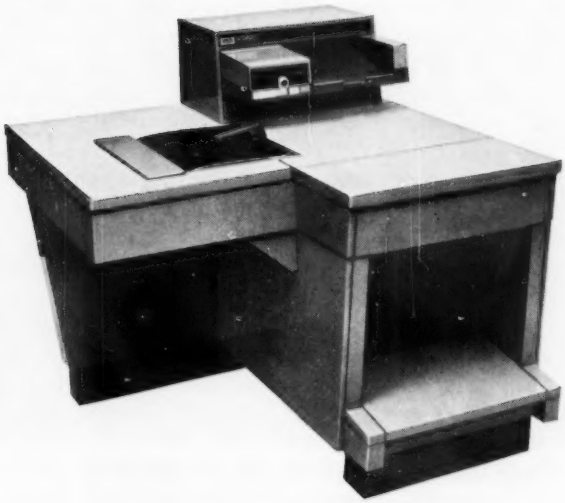
I. Developing methods and techniques for better supervisory control: office performance standards, office work measurement and paperwork quality control.

J. Reviewing and evaluating suggestions from any source for improvement of office or administrative procedures.

K. Conducting research to keep abreast of developments in the field of organization, administrative practices and procedures, office techniques, and office machines and equipment; developing and submitting recommendations concerning their adoption or adaptation by the ..... Company.



This was the beginning of office copying.



This is the end.

This is the Xerox 914 Copier. (What other copying machines were to carbon paper, the 914 is to other copying machines.)

The 914 makes permanent copies on ordinary paper.

The 914 Copier is versatile; anything you can see, it can copy in black and white. Even if there's blue or yellow or red in the original. Copies can be made from books or rigid materials.

The 914 is automatic and fast. You can make one to fifteen copies (seven copies a minute) by turning a knob and pushing a button. Turn the knob to "M" and the copies will keep coming until you return and say stop. There are no adjustments for light and dark originals. And 914 copies are dry (no wet chemicals).

The 914 Copier doesn't cost you a cent; we lend it to you. For the first 2,000 copies per month, you pay $95.00. That's about 5¢ a copy (a perfect copy).

We would like to bring a 914 Copier to your office but we can't. It weighs 648 pounds. Visit our offices located in principal U.S. and Canadian cities. (People from United States Steel to the White House are glad they made the trip. You will be, too.)

This is the end. At least for the time being.

XEROX
CORPORATION

For More Information Circle No. 315

terest in paperwork improvement who has the time and authority to lend his strength and prestige to the operation.

4. Report to an executive who spends most of his time on site, rather than one whose job requires constant travel.

These qualifications could be met equally well by a treasurer or an administrative vice president in most companies. Interest, strength, loyalty to his subordinates, and belief in their work are personal characteristics that might be found in a controller as well as an administrative executive or vice versa. So, the area where a systems shop finds itself is not too important as long as its top executive is the right type.

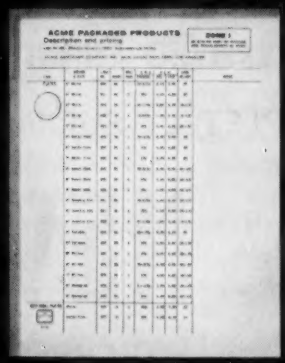
When a systems and procedures department is originally organized, it's logical to put it in the administrative area because of the rapid growth of the entire administrative complex and the almost certain future acceptance in the majority of companies of a director of administration at the corporate level. Many companies have already created such a post and it seems certain such an executive will be the rule rather than the exception in the future—at least for any company large enough to merit a full-time systems and procedures department. Management cannot afford to assign the function of coordinating all administrative activities to a shirt-sleeves office manager, nor split them among a number of executives as an extra duty.

Many companies have the systems and procedures unit reporting directly to the president or vice president—a healthy situation. Where the controller or finance officer is a strong person and serious policymaker, rather than an executive bookkeeper, systems shops have found a congenial and cooperative home base in finance. In progressive companies which have created an administrative department, logic dictates that systems and procedures be located there.

Companies cheat themselves and frustrate their systems people by burying the entire function under the accounting department or the office manager (in the most limited sense of that title). Then systems has neither force nor status. People throughout the organization think of the function as subsidiary of accounting or office management. Systems workers are shunted off to subordinates in line departments and have trouble getting through to the department head. The department under which the systems function exists monopolizes its time on trivial problems.

Generally, companies that bury the systems function too far down the organization line and fail to give it a charter are the ones that eventually find themselves in trouble and call for outside help. The systems department that is "buried alive" in the organization should welcome outside consultants as a rescue party, not resent them as intruders. When an outside consultant is called, top management is very much in evidence, very much interested (even if it has never given it a thought before) in every aspect of the systems problem. This management focus on systems work is the internal group's opportunity to upgrade itself through cooperation with the outside specialists. A good outside analyst will invariably recommend that internal systems people be given a clear line to top management if they don't have such a channel.

For More Information Circle No. 199 →



corporate image

...help keep it bright with new Stan-Pak Run-Rite Papers

A favorable corporate image isn't born, it's *made*—from many different kinds of impressions. One of them is the way your printed messages look. And that includes just about everything turned out by your duplicating department, from price sheets to press releases.

Good looking duplicating starts with the paper itself. Does it have a crisp, quality feel? Does printing stand out clearly on the page? If used for typing, can erasures be made without looking messy?

The answer to each of these questions will be *yes* if you select one of the new Stan-Pak Run-Rite Papers. Every paper has been designed to deliver maximum performance—in the typewriter, through the duplicating machine, on the press. Here's why:

Trouble-Free Running

What are the qualities that make for trouble-free running? True flatness, for one. Controlled moisture to insure good printability. Accurate trim and finish to prevent feeding jams. Uniform weight, even caliper and careful surface sizing.

You get them *all* in Stan-Pak Run-Rite Papers—a line that combines the products of our Eastern, Chemical and Missisquoi mills.

531 Grades, Sizes and Types

Under the Stan-Pak Run-Rite name you'll find the exact grade, color and weight you want—at a sensible range of prices to suit your budget.

Next time you order paper, try the brand that's made to *run right*. We're confident you'll specify it every time.

STANDARD PACKAGING CORPORATION, N.Y. 17

*T.M.

KOOLBAR ...THE MODERN UNIT OF REFRIGERATED FURNITURE FOR OFFICE OR HOME... COMPLETELY SURFACED WITH CAREFREE

NEVAMAR®

HIGH-PRESSURE LAMINATES

KOOLBAR is a truly beautiful refrigerator bar . . . but without that "refrigerator look". As attractive as any piece of high-styled furniture, it is surfaced with NEVAMAR, in rich wood-grain patterns, to add beauty and convenience to the office or conference room. A NEVAMAR surface is enduring . . . wards off stains and scars, keeps its beauty always.

Photo: KOOLBAR Model 310E. Approx. 3½ cu. ft. refrigerated capacity; 3 aluminum ice cube trays; locked storage compartment. Electric surface unit gives cooking heat in seconds. One of 15 models made by Paul E. Brandwen Mfg. Co., 3738 N.W. 50th St., Miami, Fla.

This is
NEVAMAR®

- A HIGH PRESSURE LAMINATE
- RESISTANT TO CIGARETTE BURNS
- WITHSTANDS BOILING WATER
- DESIGNED FOR LONG LIFE AND LASTING BEAUTY
- WON'T CRAZE, CRACK OR PEEL IN NORMAL USE
- NOT AFFECTED BY ALCOHOL, FRUIT ACIDS, AMMONIA ORDINARY INK . . . OR TIME
- NEVER NEEDS PAINTING
- EASY TO CLEAN

NEVAMAR has earned this seal ★ Guaranteed by Good Housekeeping ★ REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

NEMA

NEVAMAR conforms to NEMA specifications

NEVAMAR DIVISION:

NATIONAL PLASTIC PRODUCTS COMPANY, INC.

Saran, Nylon and Polyolefin Fibers—Nevamar High-Pressure Laminates—Wynene Extruded and Molded Products

ODENTON, MD. • NEW YORK, N. Y. • MIAMI, FLA. • CHICAGO, ILL. • DALLAS-FORT WORTH, TEX.
DENVER, COLO. • PORTLAND, ORE. • LONG BEACH, CALIF. • SAN FRANCISCO, CALIF.
CLEVELAND, O. • CHARLOTTE, N. C. • MEMPHIS, TENN. • INDIANAPOLIS, IND.

For More Information Circle No. 258

International Systems Meeting In Cleveland, October 8-11

THE SYSTEMS FIELD, a Management Transition, is the theme of the 14th Annual International Systems Meeting of Systems & Procedures Assn. of America, Oct. 8-11, at the Statler-Hilton and Pick-Carter Hotels, Cleveland. The program has been designed as a "cram session" course for systems people and includes panorama general lecture courses for an overall look at the systems and procedures field; conference sessions with lectures by nationally known authorities; and seminars or small open study groups of 25-30 persons to discuss 29 different subjects.

Those attending choose their own schedule of meetings. A person choosing the panorama section attends all of the listed talks at the designated times each day. Those who decide to attend seminars will select two of the 29 listed, plus two alternates in case their first choices are already filled. Another may attend the full eight conference sessions. Still another alternative is a

ISM Program

SUNDAY, OCTOBER 8

7:30 p. m. CHAPTER IMPROVEMENT CLINICS.

MONDAY, OCTOBER 9

9:30 a. m. MAJOR WORLD ISSUES: ARTHUR K. WATSON, *President, IBM World Trade Corp.*

2 p. m. SELECTED PROGRAM: Panorama, Conferences, Seminars or Circle of Knowledge (see page 285).

TUESDAY, OCTOBER 10

9 a. m. SELECTED PROGRAM: Panorama, Conferences, Seminars or Circle of Knowledge (see page 285).

7 p. m. ANNUAL BANQUET.

WEDNESDAY, OCTOBER 11

9 a. m. SELECTED PROGRAM: Panorama, Conferences, Seminars or Circle of Knowledge (see page 285).

2 p. m. OVERCOMING RESISTANCE TO CHANGE: DR. RICHARD W. WALLEN, *Psychologist, Personnel Research & Development Corp.*

EXHIBITS OPEN: Monday, 10 a. m. to 6 p. m., Tuesday and Wednesday, 8:30 a. m. to 6 p. m.

Members of the 1961 ISM committee (left to right): Clyde Eckert, Gordon K. Baker, Melvin Eisel, Chairman George E. Garnsey, Lawrence L. Melick and Donna Slater.

combination program which allows attendance at one group of conferences and one seminar. Each seminar will start Monday afternoon and end Tuesday morning, then be repeated Tuesday afternoon and Wednesday morning.

Circle of Knowledge roundtable discussions, to be held concurrently with all programs, are for those who wish to participate in informal discussion groups without attending the formal seminar or meeting portions of the program.

More than 25 leading manufacturers and exhibitors will display their products in the grand ballroom and nearby rooms at the Statler-Hilton Hotel.

There will be two general sessions. Monday, Oct. 9, at 9:30 a.m., Arthur K. Watson, president, IBM World Trade Corp., will deliver the keynote address on major world issues. The final general session, Wednesday, Oct. 11, at 2 p.m., will hear Dr. Richard W. Wallen, psychologist, Personnel Research & Development Corp., tell how to overcome resistance to change.

Daniel C. Gillespie, Columbia Gas System Service Corp., Columbus, Ohio, has been named Systems Man of the

(Continued on page 285)

ISM EXHIBITORS

Addressograph-Multigraph Corp.
Allied/Egry Business Systems
American Telephone & Telegraph Co.
Burroughs Corp.
Clarkson Press, Inc.
Collins Radio Co.
Curtis 1000, Inc.
Dashew Business Machines, Inc.
Diebold, Inc.
Eastman Kodak Co.
Farrington Electronics
Friden, Inc.
General Electric Co.
International Business Machines Corp.
Jonker Business Machines, Inc.
K.L.A. Laboratories, Inc.
Minneapolis-Honeywell Regulator Co.
Minnesota Mining & Mfg. Co.
National Cash Register Co.
Radio Corp. of America
Standard Register Co.
Stromberg Div., General Time Corp.
Uarco, Inc.
VariTyper Corp.
Xerox, Inc.

please ship one(1)can of #2 paint

ONE CAN OR ONE CAR?... Thousands of telephone calls are placed during a routine business day—to place orders, register complaints and often to clarify illegible words from a recent letter.

It would take a giant electronic brain to compute the dollars and hours spent on the phone between businessmen untangling the contents of correspondence. More often than you would imagine, it is unclear typing and smudged erasures that have caused the dilemma. Clean typewriters, filled with white, bright, strong PLOVER BOND, the visibly better letterhead paper, produce letters you can be proud of. Erases neat as a pin.

PLOVER BOND will improve the appearance of your company's letterhead—an important part of your corporate image. Its uniform cockle finish promises sharp, accurate printing and brilliant color reproduction.

Ask for, or specify, (whichever is your responsibility) PLOVER BOND — it will help reduce those phone calls — except the ordering kind.

WRITING-PLOVER BOND PAPER COMPANY, STEVENS POINT, WISCONSIN
Better papers are made with cotton fiber

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born... with a 69 year reputation for quality

In the professional printing field . . . where quality reproduction is a daily must . . . ATF has achieved a position of unsurpassed leadership. Now, ATF fuses this quality reputation and experience with today's needs in office duplicating. The result: a line of offset duplicators that deliver flawless professional performance . . . always. Before you make any buying decision, compare with ATF. Write American Type Founders, 200 Elmora Ave., Elizabeth, N. J.

ATF

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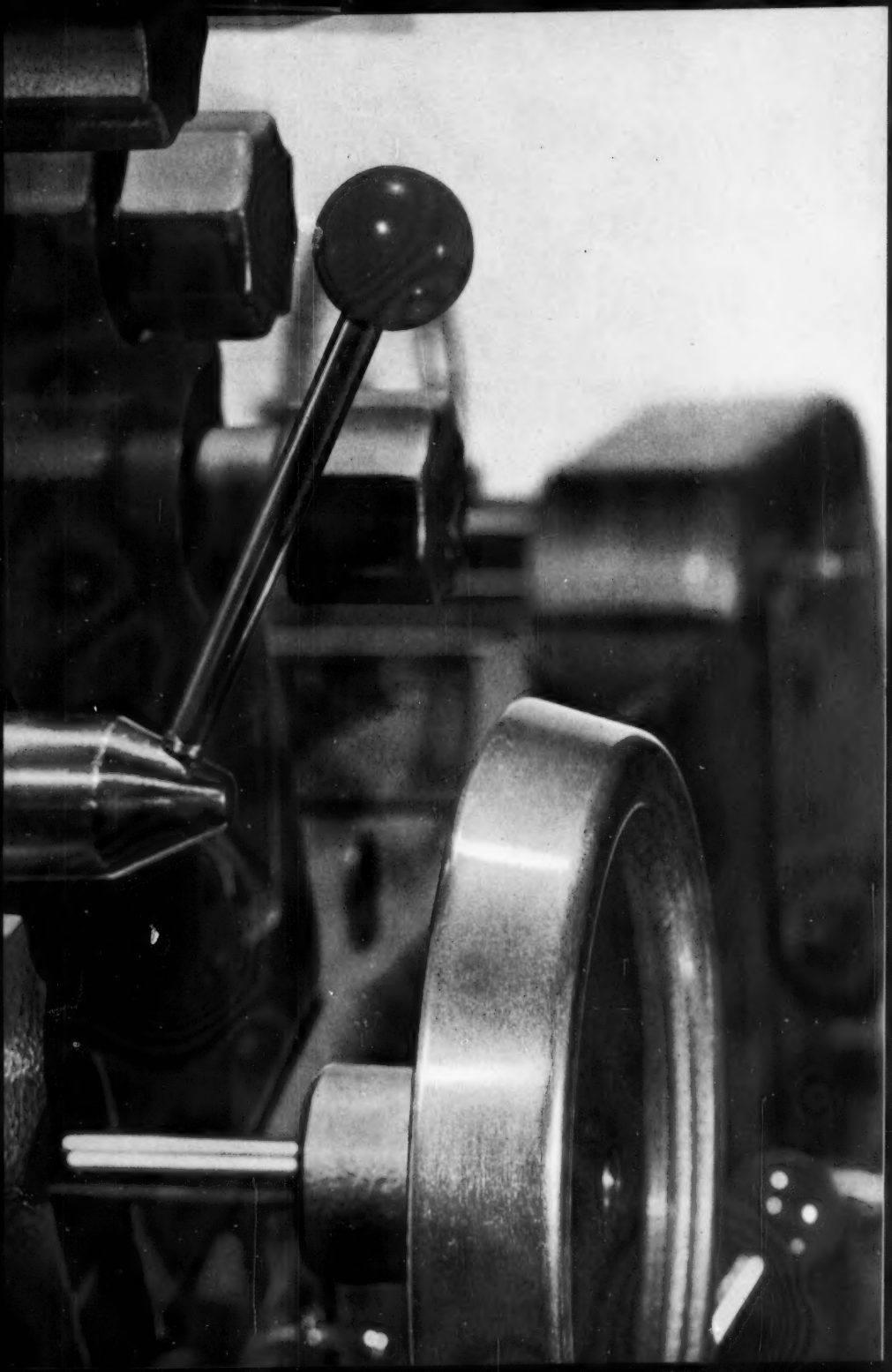

quality

In the professional printing field . . . where quality reproduction is a daily must . . . ATF has achieved a position of unsurpassed leadership. Now, ATF fuses this quality reputation and experience with today's needs in office duplicating. The result: a line of offset duplicators that deliver flawless professional performance . . . always. Before you make any buying decision, compare with ATF. Write American Type Founders, 200 Elmora Ave., Elizabeth, N. J.

ATF

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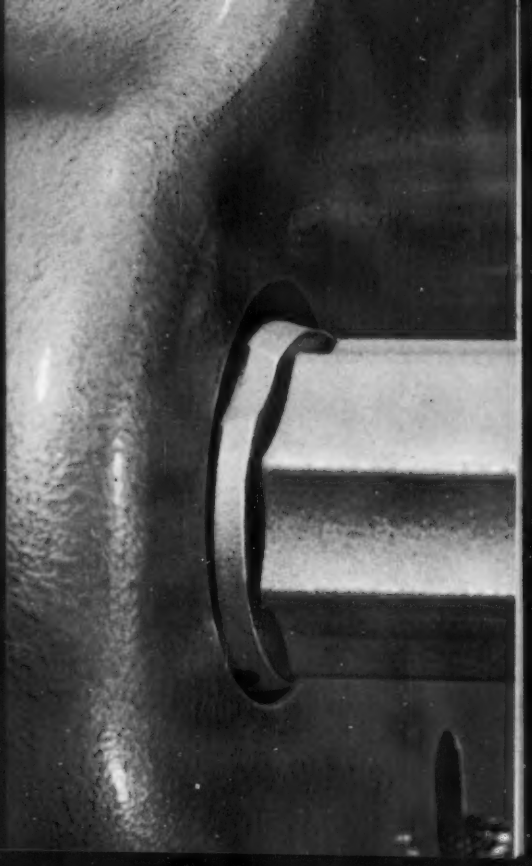
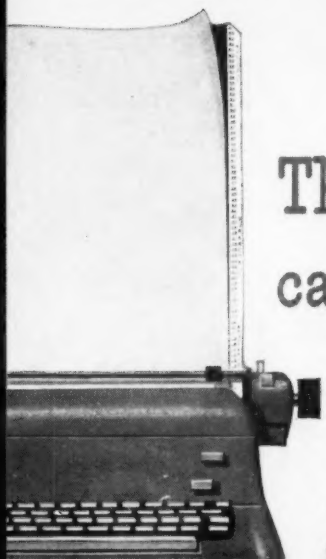


We Let Our Sales Agents Write All Our Order Forms

GEORGE R. CONOVER, Sales Manager, Westinghouse Dinnerware Dept., Bryant Electric Co., Bridgeport, Conn.

WHEN A CUSTOMER places a Melmac dinnerware order with us, he often wants delivery yesterday. We haven't quite refined our production techniques to that extent, but we was full time in shipping). The savings more than paid for our first 25,000 forms and we could afford to scrap the remaining old forms which included three different sets to do the three jobs



The greatest thing in carriages since babies

high quality **WEBSTER CARBON PAPERS**

We Let Our Sales Agents Write All Our Order Forms

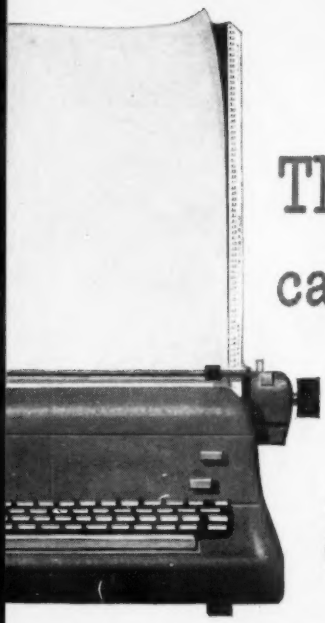
GEORGE R. CONOVER, Sales Manager, Westinghouse Dinnerware Dept., Bryant Electric Co., Bridgeport, Conn.

WHEN A CUSTOMER places a Melmac dinnerware order with us, he often wants delivery yesterday. We haven't quite refined our production techniques to that extent, but we ship stock items the same day and merchandise *not* in stock within 48 hours after receipt of order. Our nine-part order form is designed so that any possible combination of shape, color, pattern and composition of product can be ordered without extensive—and usually confusing—notations. This is necessary because we offer innumerable combinations of dinnerware.

The same single form that initiates the order also controls production and shipping without duplication of effort or lengthy descriptions. Though most orders contain three or four items, our form contains space for 17, including special requests which now are handled routinely. Because the form is easier to work with, we have been able to transfer two of our six order service department clerks to more productive work. Another clerk is now dividing her time between the order service and shipping departments (she formerly was full time in shipping). The savings more than paid for our first 25,000 forms and we could afford to scrap the remaining old forms which included three different sets to do the three jobs we now do with one set.

Cards are punched 25-30% faster, according to Joe Shay, head of data processing, because all necessary information is listed on the single form in exact key punch sequence. We feel we can double our volume of orders without adding clerical help to either order service or data processing departments. Presently, we are filling 1500-2000 orders per month from 500 to 600 customers. This is only one function of our plastics department which also makes custom moldings for Westinghouse: frypan and iron handles, toaster bottoms, meter parts, etc.

Bryant Electric Co., which is over 80 years old, also fabricates and assembles wiring devices and related products for the electrical industry. In the top third among 22 molders and 14 brand names, we molded our first melamine dinnerware for the British during World War 11. This developed into a



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Exclusive, Uncoated Numbered Edge makes carbon handling easier and cleaner. It insures you neatly typed, even carbons every time.

Stays Flat even in extreme temperatures. Each sheet is specially treated to insure smooth, flat, uniform handling ease.

Weights and Finishes to fit individual needs. You'll get crisp, clean results whatever your typing requirements.

And Webster offers you a variety of other high quality duplicating supplies: *typewriter ribbons* in cotton, nylon and silk for all typewriter makes; *office machine ribbons* for most types of adding, accounting, tabulating and addressing machines; *carbon paper rolls, spirit duplicating papers and master units.*

plus: hand cleansers, type cleaners, instrument oil, and duplicating fluid.

At better office equipment dealers everywhere — make it clear you want

Webster

MultiKopy Durametric Carbon Papers

Always send a "Time-Saver" courtesy carbon copy

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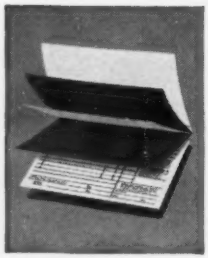
Amazing new paper eases profit squeeze and reduces cost

New A. B. Dick AZOFAX PROCESS turns a sheet of lightweight paper (and the data written, typed, drawn or printed on it) into a duplicating master in 4 seconds-automatically. Cuts cost of duplicated copies to less than ½¢ each.

ALL CAN PUT AZOFAX TO PROFITABLE USE



OFFICE MANAGEMENT can cut the cost of printed forms, the size and cost of multi-part carbon sets—and free office personnel from the work of actual master preparation.

SYSTEMS AND PROCEDURES can simplify and lower cost of existing one-writing paperwork methods—get all copies needed of output from teleprinters, tabulators and computers.

For More Information Circle No. 314

ENGINEERING can speed specification and change paperwork—and eliminate costly overloads on diazo and whiteprinters.

Many managers are already evaluating the many ways in which Azofax can fit their plans to simplify paperwork, increase efficiency and reduce operating costs. You can, too. Send this coupon for your literature by return mail.

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BUSINESS REPLY MAIL
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POSTAGE WILL BE PAID BY
A. B. DICK COMPANY
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Chicago 48, Illinois

FOLD HERE
(This coupon is self-mailing. Cut along dotted line; fold in middle on heavy line. Staple, tape, or glue bottom—then mail.)

HAVE THIS SELF-MAILING COUPON READY FOR NEXT MAIL PICK-UP—no postage necessary

Please send Azofax literature by return mail.

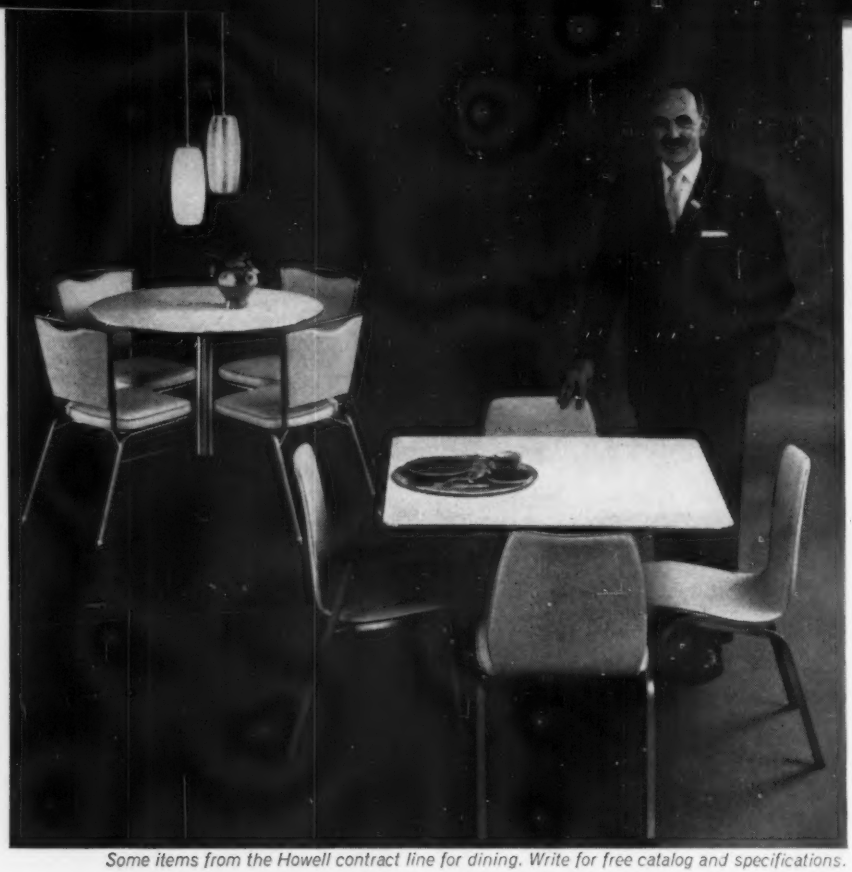
NAME _____

TITLE _____

FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____



Some items from the Howell contract line for dining. Write for free catalog and specifications.

What Howell does for dining... We do this;

we create elegance and make it easy to live with. This means table tops of easy-to-clean, tough-to-damage plastic in handsome wood grains and colors. Sturdy bases with good leg clearance. Lightweight, slim-lined chairs framed in satin chrome or BRONZTONE tubular steel tapered and tailored in a variety of styles. Sleek Naugahyde or your choice of custom upholsteries with polyfoam cushioning. Stacking chairs that roll easily on dollies. All this is why the Howell contract line is serving so well in so many fine dining rooms—so beautifully.

HOWELL

modern metal institutional furniture

434 South First Street • St. Charles, Illinois

For More Information Circle No. 410

Westinghouse ELECTRIC CORPORATION
DINNERWARE DEPARTMENT
1105 RAILROAD AVENUE BRIDGEPORT 2, CONNECTICUT

REMIT TO:
THE BRYANT ELECTRIC CO.
BRIDGEPORT 2, CONN. 6/20/61

DATE OF ORDER	CUSTOMER ORDER NO.	TERMS	FOR WESTINGHOUSE USE ONLY: DATE RECEIVED	INVOICE NO.	TRANSCRIPT NO.	PAGE
6/20	C 4738	NET 30 DAYS	At once		M-2100	1

CHARGE TO: (WRITE SAME IN CHARGE TO BOX IF SAME AS SHIP TO) Same

NOTE. INSTRUCTIONS FOR USING THIS FORM
1. FILL OUT ITEMS OUTLINED IN BOLD LINES.
2. IN "SET DESCRIPTION" COLUMN SEE THE REVERSE SIDE OF FORM FOR INSTRUCTIONS.
3. REMOVE LAST TWO COPIES OF ORDER BEFORE MAILING TO WESTINGHOUSE. BLUE COPY IS FOR CUSTOMER. RETAIN BUFF COPY FOR YOUR RECORDS.

SHIP TO: John Smith
1265 Blueberry Lane
Malden, Mass.

QUANTITY ORDERED	CUSTOMER PART NO.	SET DESCRIPTION: 1 SHAPE	2 COMP. OF PCS.	3 TOTAL PCS. SET	4 COLOR COMB.	5 PATTERN	6 DECOR. PCS.	OPEN STOCK: STYLE	COLOR	FOR WESTINGHOUSE USE ONLY: DATE SHIPPED	PACKAGE NUMBERS	WEIGHT	UNIT PRICE: LIST PRICE	DISC. MULTIP.	NET PRICE
12 sets	16-3188	2	B	45	G	16	05	PM 1090A-D2							13 45
								PM							
12 sets	16-3189	3	F	45	H	13	10	PM 1836-D5							17 98
								PM							
								PM							
1 dz.								PM 640A	Cast						
1 dz.								PM 641	Cast						
1 dz.								PM 643	Cast						
1 dz.								PM 612	Cast						
								PM							
								PM							
Via Best and Cheapest Way								PM							
								PM							
								PM							
								PM							
								PM							
								PM							

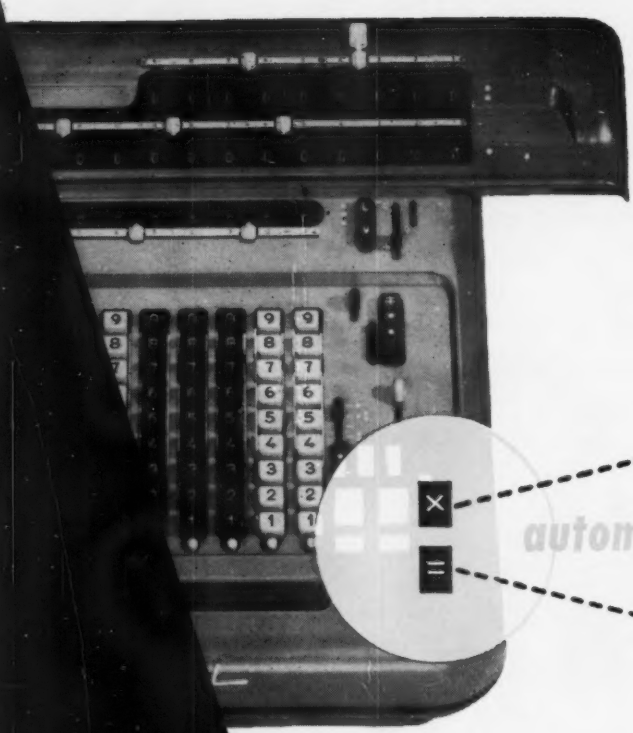
AGENT: R P. Andrews
SALESMAN:
TERRITORY:
SHIPPED FROM VIA: BRIDGEPORT 2, CONN.
COLL. | REV. & CHG. | PPD. X
TRANS. CHARGES

PLEASE TYPE OR PRINT WITH BALL POINT PEN. PROPER USE OF THIS FORM WILL MEAN BETTER SERVICE TO CUSTOMERS.

SHIPPING

Original of the nine-part order form which is written by the sales representative who fills in practically all the information needed to produce and ship the order.

big industry following the war and in 1957 we opened a drive to capture a major share of the consumer plastic dinnerware market. We offer three basic shapes—Calais, Darien and Newport—plus a line of heavy duty commercial ware. Our 33 sets come in five colors and 19 patterns, and we also fill



automatically SELECT

Diehl

DIEHL V Model . . . a fundamental advance in the capabilities of automatic calculators.

- Unique mechanisms select the fastest way to solve any multiplication.
- Unequalled simplicity of operation delivers swift, sure answers with automatic decimals.

the way to FASTER RESULTS

DIEHL Supermatic V Calculator

- New versatility and convenience give you superior performance in every application.
- Diehl's precision engineering guarantees you years of perfect operation.

Can any other calculator offer the efficiency and precision of the new DIEHL V? Your own evaluation will provide the answer. Send coupon today.

DIEHL CALCULATING MACHINES, INC.
527 Madison Avenue
New York 22, N. Y.

○ Send full information immediately!

○ Have representative call to arrange free demonstration.

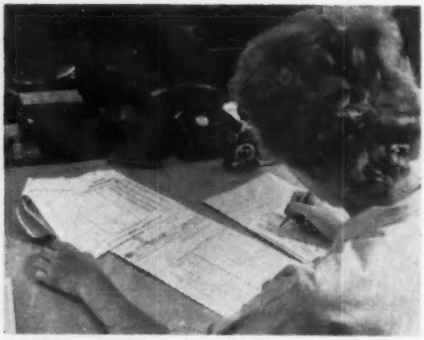
Name_____

Address_____

_____

For More Information Circle No. 256

When nine-part order form is prepared by a Bryant representative, it contains practically all information needed to produce and ship the order.



At Bryant, form is edited to see if data is complete and correct, and if items ordered are in stock.

A copy of form goes to production department where summary is prepared for factory.

special orders. Our 45-piece sets contain ten basic pieces.

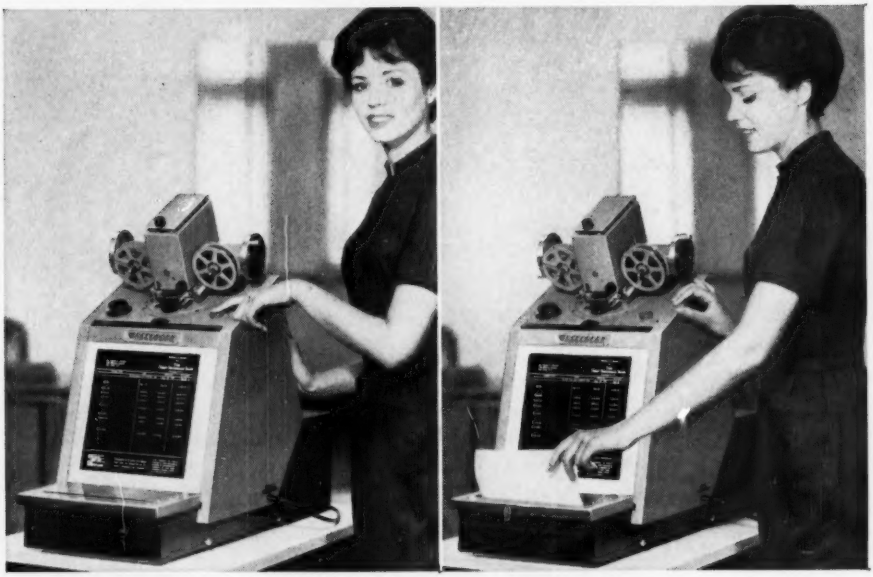
Formerly, we accepted orders directly from the customer and they came in all shapes, sizes and forms. We had to retype them and make out separate bills of lading and shop orders. To complicate matters, we packed sets ahead of time, hoping to foresee demand. Then, when a special order arrived, we were forced to make it up, with considerable additional paperwork because 50% of our business is special orders.

Now we pack sets in assembly-line fashion from bulk amounts in "banana" boxes, after orders are received. Supplies of our nine-part Zipset order forms, designed and supplied by Standard Register Co., Dayton, Ohio, are sent to our 20 manufacturers' representatives across the country. On making a sale, they fill out the form following the printed instructions on its front. In writing the set description, representatives refer to a code printed

(Continued on page 266)

The author poses in front of a display of Melmac dinnerware. Bryant is a subsidiary of Westinghouse Electric Corp.

Just push the button . . . get a print in seconds



Announcing...

the RECORDAK READER-PRINTER

For fast, convenient reference to microfilm and printmaking whenever needed

In seconds the versatile RECORDAK Reader-Printer gives you a sharp and photo-exact paper copy of any document on 16mm or 35mm microfilm, whether in roll form, acetate jacket, or aperture card.

Operation is completely automatic from the instant Print Button is pushed. Just pick up the trimmed, ready-to-use print. Cost is about 9¢ for photographic paper and chemical.

Special features include:

- Microfilm images can be viewed right side up regardless of how they are positioned on the film.
- Full line of accessory lenses of magnifications between 11x and 34x available. The RECORDAK Reader-Printer comes with lens of your choice.
- *One-year service at no extra charge* . . . an important extra backed up by a nationwide service organization.

Write to Recordak Corporation, 415 Madison Ave., New York 17, N. Y.

RECORDAK®

(Subsidiary of Eastman Kodak Company)

originator of modern microfilming—now in its 34th year

IN CANADA contact Recordak of Canada Ltd., Toronto

For More Information Circle No. 297

16th Annual National Business Forms Associates Meeting in Florida, October 23-25

THERE WILL BE no exhibits at the 16th Annual Conference of the National Business Forms Associates, Americana Hotel, Bal Harbour, Fla., Oct. 23-25. Instead participating manufacturers, as associate members, will maintain suites and rooms in which they will display and discuss their products during the entire convention.

Several important clinics are planned as part of the program. A sales promotion clinic will be presided over by

NBFA Conference Program

MONDAY, OCTOBER 23

9:30 a. m. BUSINESS MEETING.
11 a. m. A DIFFERENT METHOD OF MERCHANDISING FORMS: JOHN RANDALL, *Specialized Printed Forms, Inc., Caledonia, N. Y.*

TUESDAY, OCTOBER 24

9 a. m. SALES PROMOTION CLINIC: GENE FIREOVED, *Girard Business Forms Co., Bala-Cynwyd, Pa.*
11 a. m. THERMO-FAX SYSTEMS PAPER: CHARLES HANN, *Minnesota Mining & Mfg. Co., St. Paul, Minn.*
Noon SALESMANSHIP, WILLIAM GOVE.
2:30 p. m. NEW PRODUCTS CLINIC: DAN MCKAY, *Business Forms Service, Detroit, Mich.* Presentation of Plastic Plates for High-Speed Printers, J. C. Adams, Remington Rand Div., Sperry Rand Corp., New York. Presentation of IBM 1401 Computer.

WEDNESDAY, OCTOBER 25

9 a. m. ADVANTAGES TO THE CUSTOMER—DEALER vs. DIRECT REPRESENTATION: JACK KEYS, *Keys Printing Co., Greenville, S. C.*
10:30 a. m. VALUE OF REGIONAL MEETINGS, ROGER WITHERS, *Indiana Business Forms Co., Indianapolis, Ind.*
11:30 a. m. BUSINESS MEETING.
2:30 p. m. SERVICING THE CUSTOMER, DENNY MOORE, *Moore Bros. Forms & Systems, Orlando, Fla.*

SPECIAL
2-in-1
BONUS BUY!

A HANDSOME 2 PEN NOBLOT DESK SET WITH JET BLACK BASE PLUS ½ GROSS OF MONGOL PENCILS WITH "DIAMOND STAR" LEAD

See what this Combination Package holds for you:

HANDSOME TWO-PEN NOBLOT DESK SET. A new concept in desk ball pen design and economy.

- Keeps ball pens on the desk—where they belong!
- Full-length 5¾" NOBLOT replaceable ink cartridges!
- Two chrome-trimmed NOBLOT pens: blue ink, red ink!
- A necessity for every desk!

½ GROSS MONGOL PENCILS WITH NEW "DIAMOND STAR" LEAD, Choice of 2 or F Degree.

- Unbelievably long writing mileage!
- Exceptional point strength!
- Silky smoothness!
- Jet black writing!
- Uniformity of degree!
- Famous Pink Pearl eraser!

Don't miss this opportunity to stock up on quality pencils and acquire handsome desk sets for your office—both for one low price! See your stationer for this outstanding combination package now!

SINCE 1849
EBERHARD FABER
puts its Quality in writing
Wilkes-Barre, Pennsylvania-New York-Toronto, Canada

For More Information Circle No. 308

Brainchild

"$125! How good can it be?"

For More Information Circle No. 330

You can't blame a businessman who pays $500 to $1,000 for an office calculator for being skeptical about what he can get for $125.* And for looking twice at our Brainchild that claims to do just about everything the big, expensive machines do . . . and a couple of things they can't.

The big machines add, subtract, multiply and divide.

So does the Bohn Contex.

The expensive machines give a running total, include an automatic decimal indicator and hold a constant.

So does the Bohn Contex.

Now here's what the big, expensive calculators *can't* do.

They can't double as high-speed 10-key adding-subtracting machines.

The Bohn Contex can.

They can't be operated by anyone after just a few minutes instruction.

The Bohn Contex can.

Most important of all, the Bohn Contex is the first compact, 10-key calculator that's truly portable. Brainchild of top international designers, it weighs only six pounds and is no bigger than your telephone. Slips into a briefcase and goes to work anywhere. Executive office, accounting department, out in the field, on business trips, plane, train, home . . . anywhere.

Businessmen, salesmen, engineers, architects, students, housewives find the Bohn Contex the easiest, fastest way to figure bills, invoices, percentages, extensions, estimates, income tax . . .

All this for $125*! No wonder they were skeptical.

For hour-after-hour use, there's the Bohn Contex *Electric*. Same size, same features, but greater speed and ease because the motor does the work. Only $235.*

Borrow a Bohn Contex and see for yourself *how good it can be*. Any dealer listed on the right will lend you a hand (or electric) model.

If the dealer in your city is not listed, or you're not in a borrowing mood, just mail the coupon.

*PLUS F.E.T. CARRYING CASE $14.95

Akron, Summerville's • **Amarillo,** Russell Stationery • **Atlanta,** DeKalb Office Equip. • **Bakersfield,** Valley Office Supply • **Baltimore,** Lucas Bros. • **Birmingham,** Standard Duplicating Machines • **Boston,** Thorp & Martin • **Bridgeport,** Frank McGuire • **Buffalo,** Office Automation • **Charlotte,** Pound & Moore • **Chicago,** Horder's • **Cincinnati,** Pounsford's • **Cleveland,** Broome Bus. Mach. • **Columbia,** R. L. Bryan Co. • **Corpus Christi,** Maverick-Clarke • **Dallas,** S. L. Ewing • **Denver,** Kistler's • **Des Moines,** Berry-Myron • **Detroit,** Macauley's • **El Paso,** Office Service Center • **Evansville,** Smith & Butterfield • **Ft. Wayne,** Needham's • **Ft. Worth,** Specialty Service • **Fresno,** Stanton Office Machine • **Greensboro,** S. T. Wyrick • **Hartford,** Plimpton's • **Houston,** Maverick-Clarke • **Indianapolis,** Rex Bus. Mach. • **Jackson, Miss.,** Office Supply Co. • **Kansas City,** Kansas City Loose Leaf • **Los Angeles,** Office Machines Inc. • **Long Beach, Calif.,** California Calculator • **Louisville,** Fetter's • **Lubbock,** Hester's • **Madison,** Blied • **Memphis,** S. C. Toof • **Miami,** Accurate Bus. Mach. • **Milwaukee,** Clark Bus. Mach. • **Minneapolis,** Farnham's • **Mobile,** Len Meyer • **Newark,** New Jersey Office Supply • **New Haven,** Edward Granfield • **New Orleans,** Amann Bus. Mach. • **New York,** Bohn Duplicator Co.; Collister Corp.; **Mineola, L. I.,** D. Waldner • **Newport News,** Geo. L. Smith • **Oakland,** Win Phillips • **Omaha,** Bishop Bus. Equip. • **Orlando,** George Stuart • **Palo Alto,** Delmer Israel • **Pasadena,** Anderson Typewriter • **Paterson,** Pitcher's • **Peoria,** Acme Cash Register • **Philadelphia,** Pomerantz • **Phoenix,** Heinze, Bowen & Harrington • **Pittsburgh,** Milton Wiener • **Portland,** Oregon Typewriter • **Providence,** Office Appliance Co. • **Rochester,** Dunphrey Duplicating • **St. Louis,** Von Soosten & Co. • **Salt Lake City,** Salt Lake Desk • **San Antonio,** Maverick-Clarke • **San Diego,** Nelson Bus. Mach. • **San Francisco,** Quality Office Mach. • **San Jose,** Kennedy Bus. Mach. • **San Juan,** Real Hermanos • **Santa Ana,** Tiernan's • **Seattle,** J. K. Gill & Lowman-Hanford • **Sioux City,** Standard Office Equip. • **Spokane,** John W. Graham • **Stockton,** Turner Bus. Mach. • **Tacoma,** Allied Bus. Mach. • **Toledo,** Toledo Bus. Mach. • **Trenton,** Valentines • **Washington, D. C.,** Ginn's, Stockett-Fiske • **Wilmington,** Hilyard's • **Winston-Salem,** Hinkle's • **Worcester, Mass.,** G. E. Stimpson • **In Canada,** Scandinavian Bus. Mach., Montreal

Bohn Duplicator Company, Dept. W-10
444 Park Avenue South, New York 16, N. Y.

Send detailed "specs" on your Brainchild ☐ manual ☐ electric. ☐ Send name of nearest dealer.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

Bohn Contex Calculator

For More Information Circle No. 330

Gene Fireoved, Girard Business Forms Co., Bala-Cynwyd, Pa., Tuesday morning, Oct. 24.

That afternoon will see a new products clinic with Dan McKay, Business Forms Service, Detroit, presiding. This will be followed by a demonstration of new plastic plates developed for high speed printers by J. C. Adams, Remington Rand Div., Sperry Rand Corp. There also will be a demonstration of the IBM 1401 computer.

The clinic Wednesday morning, Oct. 25, will be on dealer advantages to the customer, as opposed to direct representation, by Jack Keys, Keys Printing Co., Greenville, S. C.

DON BARR
NBFA President

ROBERT EBERHARDT
1st Vice President

KARL EDELMAYER
2nd Vice President

PARTICIPATING MANUFACTURERS AT NBFA MEETING

Adams Bros. Salesbook Co.
Bedinghaus Business Forms Co.
Beekley Corp.
Bonnar-Vawter, Inc.
Clarkson Press, Inc.
Colonial Pay Systems
Comptometer Business Forms
Computer Printing Corp.
Data Forms, Inc.
DeMarco Business Forms, Inc.
Ennis Business Forms, Inc.
Eveready Manifold Corp.
Forms, Inc.
Frye Mfg. Co.
Arthur J. Gavrin Press, Inc.
General Multi Forms Sales Co.
Philip Hario Co.
International Business Forms, Inc.
Jordan Business Forms Co., Inc.
Knuth Bros.
Laurie Advertising Agency, Inc.
Manifold Business Forms Co.
National Carbon Coated Paper Co.
Rogersnap Business Forms
Rotary Business Forms, Inc.
Rotary Forms Press, Inc.
Rowan Printing Co.
Royal Business Forms, Inc.
C. E. Sheppard Co. Division
Shumate, Inc.
Southern Paper Industries, Inc.
Specialized Printed Forms, Inc.
Standard Business Forms, Inc.
Star Forms, Inc.
Stevenson & Smith, Inc.
Transkrit Corp.
Watts Business Forms Division
Western Paper Goods Co.
Woodbury Press, Inc.

Other talks scheduled include, "A Different Method of Merchandising Business Forms," John Randall, Specialized Printed Forms, Inc., Caledonia, N. Y., Monday, Oct. 23; "Thermo-Fax Systems Paper," Charles Hann, Minnesota Mining & Mfg. Co., St. Paul, Tuesday, Oct. 24; "Value of Regional Meetings," Roger Withers, Indiana Business Forms Co., Indianapolis, Wednesday, Oct. 25.

Business meetings will be held both Monday and Wednesday, with the annual banquet, Wednesday.

SHELF FILING? DROP FILING?

BOTH IN

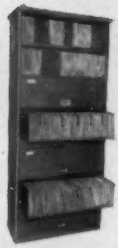
ROLL OUT Conserv-a-File®

by SUPREME

A new dimension in Vertical Filing Systems. It rolls out in less than half the distance needed for drawer files. Yet lets you see and reach every record. From the front, from the side, from the top! Doesn't waste space. Better than a drawer!

Now your clerks drop file. Fast! Now transfer your old records. Fast! Without new folders, without addressing new side tabs. Simply!

Now you profit from high activity filing . . . and the 50 per cent (and more) floor space saving that Conserv-a-file gives you! Remember — just one 7-tier Conserv-a-file equals 9½ drawers in conventional filing cabinets!



Available in a variety of models. Shipped set up. (Knocked down units on special order only.)

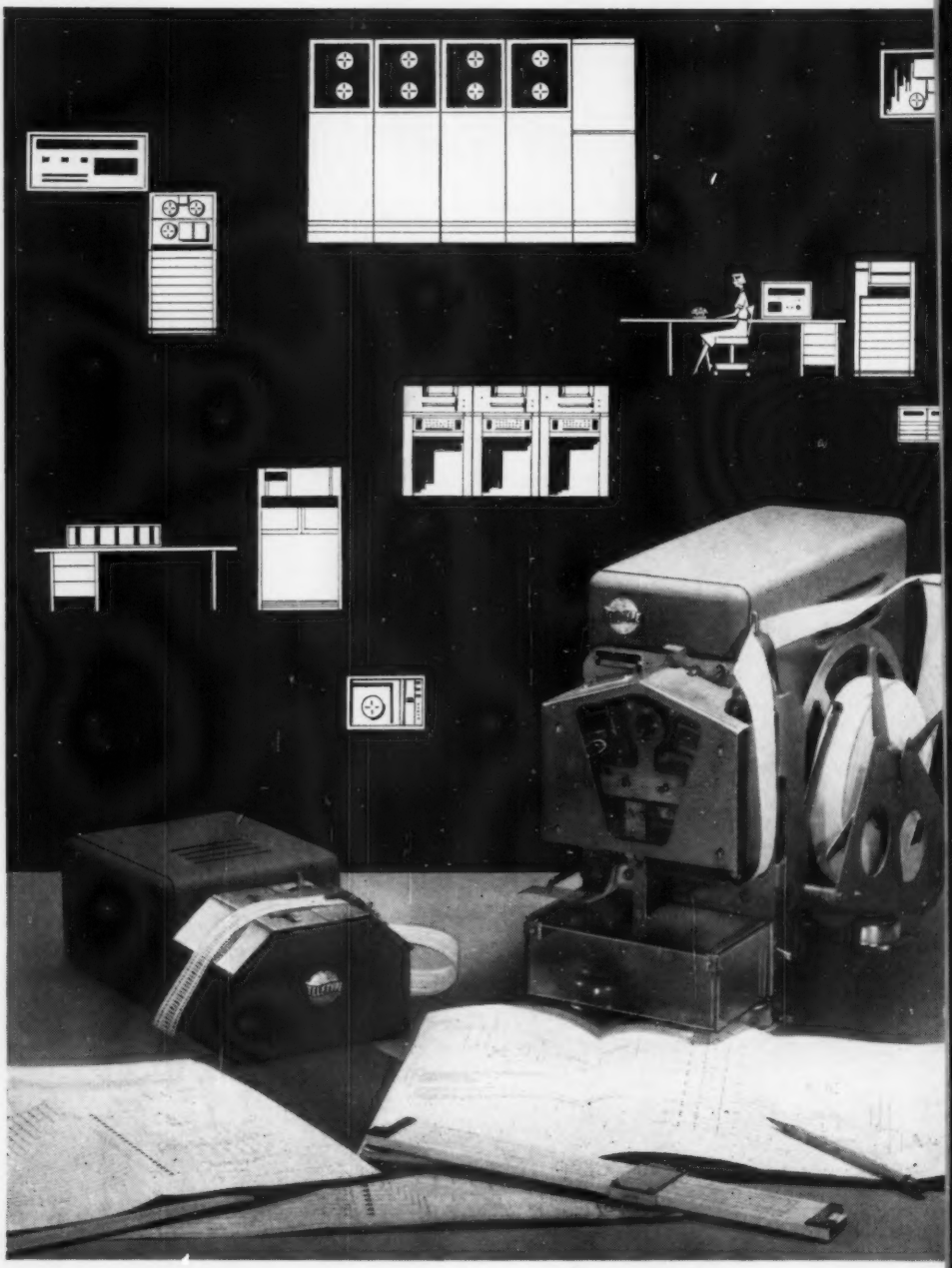
*Patents Pending

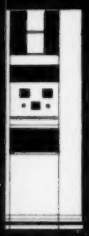
SUPREME STEEL EQUIPMENT CORP.

50th St. & Second Avenue — Brooklyn 32, N. Y.

For More Information Circle No. 244

opyright 1961, Supreme Steel Equipment Corp.





New Teletype 1000-speed tape units

Here are two new units that offer the advantages of punched paper tape at 1000 words per minute—and combine traditional Teletype dependability with design simplicity and relatively low cost. Used together, the CX reader (left) and BRPE punch (right) are ideal for tape-to-tape communication of bulk message or statistical traffic via the new Data-Phone service. The reader and punch may also be used individually for communicating data to or from computers, and other devices associated with data processing, telemetering and similar communications functions.

These high-speed units operate on a parallel-wire signal path, in either transistorized or vacuum tube circuits. For serial transmission over conventional voice channels, signals can be converted by external facilities. A pulse generator, adjustable through a full 360 degrees, triggers the external signal storage and provides optimum synchronization of intelligence transfer.

Tape Reader—Will read chadless or fully perforated tape, in $\frac{11}{16}''$, $\frac{7}{8}''$ or 1″ tape widths. Includes a set of auxiliary timing contacts that operate simultaneously with the sensing pins and assure accurate synchronization with associated transmitting equipment. Dimensions: 5″ high, 6″ wide, 11″ deep. Models available for reading 5, 6, 7, or 8 level codes.

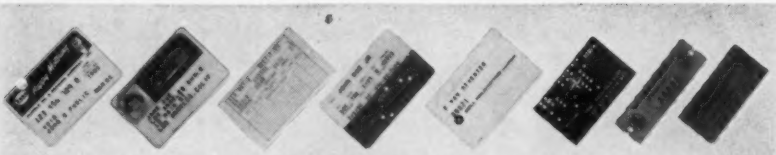
Tape Punch—Produces fully perforated tape. Equipped with "low tape" warning mechanism which can be wired to external alarms. Tape container designed for easy access. Dimensions: 12″ high, 8″ wide, $16\frac{1}{2}''$ deep. Available in two models—one for punching standard 5-level communications code ($\frac{11}{16}''$ tape); the other adjustable for punching 6, 7 or 8 level codes ($\frac{7}{8}''$ or 1″ tape).

Teletype Corporation manufactures this equipment for the Bell System and others who require the utmost reliability from their data communications facilities. For free descriptive literature on the CX and BRPE units, write Teletype Corporation, Dept. 37K, 5555 Touhy Avenue, Skokie, Illinois.

TELETYPE®
CORPORATION • SUBSIDIARY OF *Western Electric Company* INC.

For More Information Circle No. 235

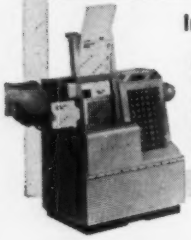
DASHEW EQUIPMENT IS THE KEY TO SPEED AND ACCURACY IN SOURCE DATA PREPARATION... MAKES YOUR SYSTEMS MORE EFFICIENT, ESPECIALLY IN THE AREA OF REPETITIVE WRITING.



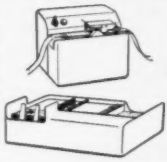
Self-copying embossed and/or code punched metal and plastic plates keep track of people and things.

Electronic and manual embossing equipment for every volume level.

Electronic and manual embossed plate imprinting equipment . . . lowest cost addressing systems.



Introducing The New Printapunch . . . A Source-Punch Imprinter.
Can be used for practically any application, in any industry, to create at the source an imprinted and code-punched business form ready for data processing.



New Readers for Input Applications
Low cost installations—punched card — edge-punched or tape readers.

TO GET MORE INFORMATION ON DASHEW METHODS, WRITE TODAY. PLEASE SPECIFY INTEREST.

Offices and Service Bureaus in Principal Cities

DASHEW BUSINESS MACHINES, INC.

3605 Lenawee Ave., Los Angeles 16, Calif. • Cable Address: Dashews

For More Information Circle No. 317

AUTOMATIC SYSTEMS

How Union News Co., New York, controls and analyzes cash received daily at its 2000 retail outlets is described in article on page 128.

Current trends in office automation including data processing.

Policy Data on Punched Cards

FREDERICK C. ALLGEIER, Manager, Stock Records Dept., Suburban Propane Gas Service Corp., Whippany, N.J.

IN ADMINISTERING personnel policies, one area, because of local ground rules within the principal framework of overall company rules, lends itself rather neatly to a punched card procedure. Properly set up, the flexibility of a punched card policy file will go a long way toward clearing the confusion which accompanies variations in policies in separate locations. Establishment of such a file requires that an outline of the basic information desired be agreed upon. This results from close coordination between data processing and personnel departments.

As an illustration, we will explain the preparation of a payroll data sheet. Assuming several dozen locations with different local customs—for example, holidays. A section of the final policy would be assigned to the holiday subject. A header card, standard for all locations, would show the word "Holidays" and each location's authorized number of days would be punched. Beyond this header, the punched cards detail the specific holidays by name. When printed this section appears as follows:

HOLIDAYS—8
- New Year's Day
- Washington's Birthday
- Patriots' Day
- Decoration Day
- Independence Day
- Labor Day
- Thanksgiving
- Christmas

Obviously there would be a set of cards for each location and any changes in authorized holidays could be readily adjusted by replacing or adding cards.

Considering the field of variations in wage rates of different locations, contracts, etc., the system's advantages become even more obvious. For example, night bonus rate would appear as follows:

	CLERICAL FEMALE	CLERICAL MALE	PRODUCTION MALE
NIGHT BONUS	None	.026	.034
or variations in vacation plan as:			
VACATION POLICY	Plan 1	Plan 2	Plan 3
and union dues requirements as:			
UNION DUES	None	2.00	3.00

From these examples it can be seen that a change in, let us say, the night bonus rate of male production employees in one location would only require repunching one card and the policies appropriate to the specific location could be relisted on the tabulator. This is in contrast to the manual method where policy sheets must be retyped, often for several locations governed by the same policy on the subject.

The method of reproducing this policy data sheet would be governed by the number of copies required. The date of issue, however, should never be overlooked and can be printed by emitter so that, right or wrong, the latest policy is easily maintained to provide accurate, readily updated data sheets which would justify their small cost in the elimination of misunderstandings with regard to current practices.

PAYROLL DATA SHEET---VICTORY CITY.N.J. 02 106 07 60

	DRIVER	FACTORY	CLERICAL
WORK WEEK	45.0	40.0	37.5
OVERTIME HOLIDAY WEEK	9.0 HRS.	8.0 HRS.	7.5 HRS.
OTHER OVERTIME-SATURDAY	8.0 HRS.	8.0 HRS.	8.0 HRS.
OTHER OVERTIME-SUNDAY	4.0 HRS.	NO	4.0 HRS.
NIGHT PREMIUM	.175	.125	.175
DISPATCHERS PREMIUM	.05	.028	.28
DRIVING PREMIUM	.11	NO	NO
OTHER PREMIUM	.125	.09	.125
UNION DUES DEDUCTIONS	2.00	1.00	3.00
RETIREMENT DEDUCTION	3.20	2.60	3.20
INSURANCE DEDUCTION	4.80	3.10	4.80
ABSENCE BENEFITS	5-10	5-10	5-10
DEATH IN FAMILY	3-6	3-6	3-6
VACATION	PLAN A	PLAN B	PLAN A

HOLIDAYS

10
NEW YEARS DAY
WASHINGTON BIRTHDAY
DECORATION DAY
INDEPENDENCE DAY
LABOR DAY
COLUMBUS DAY
ARMISTICE DAY
THANKSGIVING DAY
CHRISTMAS DAY
EMPLOYEES BIRTHDAY

STATE WITHHOLDING TAXES NO TAX

STATE SPECIAL TAXES 3/4 1% TO 3000

SPECIAL NOTATIONS

NO CREDIT GIVEN FOR PREVIOUS COMPANY SERVICE

A payroll data sheet written by machine from punched cards.

A Census of Computers

General Purpose Digital Computer Systems (Transistor)

Manufacturer	Computer	Delivered	On Order
Under $2,000 Monthly Rental			
Autonetics†	Recomp II	75	50
	Recomp III	0	15
Control Data	CDC 160 & 160A	50	40
IBM	IBM 1620	255	450
Monroe	Monrobot XI	19	92
National Cash	National 390	3	205
	National 310	4	18
Packard Bell	PB 250	22	47
Royal McBee	RPC 4000	17	40
Under $12,000 Monthly Rental			
Burroughs	251VRC	0	98
General Electric	225	17	33
IBM	IBM 1401	510	4800
Minneapolis Honeywell	Honeywell 400	0	—
National Cash	National 315	0	16
RCA	RCA 301	8	90
Remington Rand	Univac 80 & 90	305	227
Royal McBee	RPC 9000	1	23
$12-25,000 Monthly Rental			
Bendix	Bendix G20	1	20
Burroughs	B5000	0	8
Minneapolis Honeywell	Honeywell 800	18	—
IBM	IBM 7070, 7072 & 7074	98	350
	IBM 1410	0	310
National Cash	National 304	16	24
RCA	RCA 501	61	40
$25-75,000 Monthly Rental			
Control Data	CDC 1604	17	12
IBM	IBM 7080	0	50
	IBM 7090	80	130
Philco	Philco 2000	14	22
RCA	RCA 601	0	6
Remington Rand	Univac 1107	0	0
	Univac III	0	39
	Univac 490	0	12
Sylvania	Sylvania 9400	1*	1
Over $75,000 Monthly Rental			
IBM	Stretch	1	3
Remington Rand	Larc	2	0
Total Transistor Computers		1595††	

† As of Jan., 1961; updating unavailable. ††141% increase over Jan., 1961.
* For in-company installation.

General Purpose Digital Computer Systems (Vacuum Tube)

Manufacturer	Computer	Delivered	On Order
Large-Scale ($1 Million or More)			
Burroughs	Burroughs 220	49	6
IBM	IBM 701**	4	0
	702**	6	0
	704	95	—
	705 & 705 III	160	10
	709	35	—
Minneapolis Honeywell	Datamatic 1000**	7	0
RCA	Bizmac I**	1	0
	Bizmac II**	4	0
Remington Rand	Univac Sc. 1100*	43	2
	Univac I** & II**	70	0
Medium-Scale ($500,000 to $1 Million)			
Alwac	Alwac III-E (tapes)	5	0
Bendix	G-15 (tapes)	173	—
Burroughs	205 (tapes)	89	5
IBM	650 (tapes and/or Ramac)	255	6
Remington Rand	Univac File Computer	122	4
Underwood	Elecom Series**	4	0
Small-Scale			
Alwac	Alwac II** & III**	8	0
	Alwac III-E	27	2
Bendix	G-15 (no tapes)	202	--
Burroughs	205 (no tapes)	20	1
Idaho-Maryland	Readix**	7	0
IBM	650 (card)	925	20
	305 Ramac	1005	100
National Cash	National 102**	30	0
Royal-McBee	LGP-30	430	10
Total Vacuum Tube Computers		3776†	

* Does not include Univac 1107. ** No longer in production.
† 2.4% decrease from Jan., 1961.

Miscellaneous Digital Computers

Manufacturer	Computer	Delivered	On Order
Burroughs	E-101 & E-103	140	35
Clary	DE 60	18	7
IBM	IBM 604	4800	—
	607**	550	—
	608**	30	—
	609 & 609B-1	210	250
	610	150	—
Monroe	Monrobot IX	105	31
Remington Rand	Univac 40, 60 & 120	1000	63
Underwood	100**	4	0
Total Miscellaneous Computers		7007††	

** No longer in production. †† 3.8% increase over Jan., 1961.

More general purpose computers are now on order than have been produced and installed in the last 15 years. Over 7000 are expected to be delivered during the next 24 months, according to the semiannual computer census in the ADP Newsletter of John Diebold & Associates, Inc., New York. Installation rate of solid state computers rose 141% since January. The census indicates that 5371 computers had been delivered by June 30. Of these, 3776 have vacuum tubes and 1595 are transistorized. There are now 91 fewer vacuum tube systems in operation than there were in January, a decrease of 2.4%. Desk type units increased 115%; medium systems (renting from $12,000 to $25,000 per month) were up 111% and large system deliveries gained 112%.

Chain's Cash Control System

A SYSTEM for controlling and analyzing cash received at the 2000 restaurants, newstands, gift shops and drug stores of Union News Co., New York, a division of American News Co., uses a coupler which links a card punch to a bookkeeping machine. Daily bank deposits are made locally at approximately 2000 business locations. Withdrawals are made only by the cashier's office. Every week, each location sends a report to the main office accompanied by authenticated deposit slips.

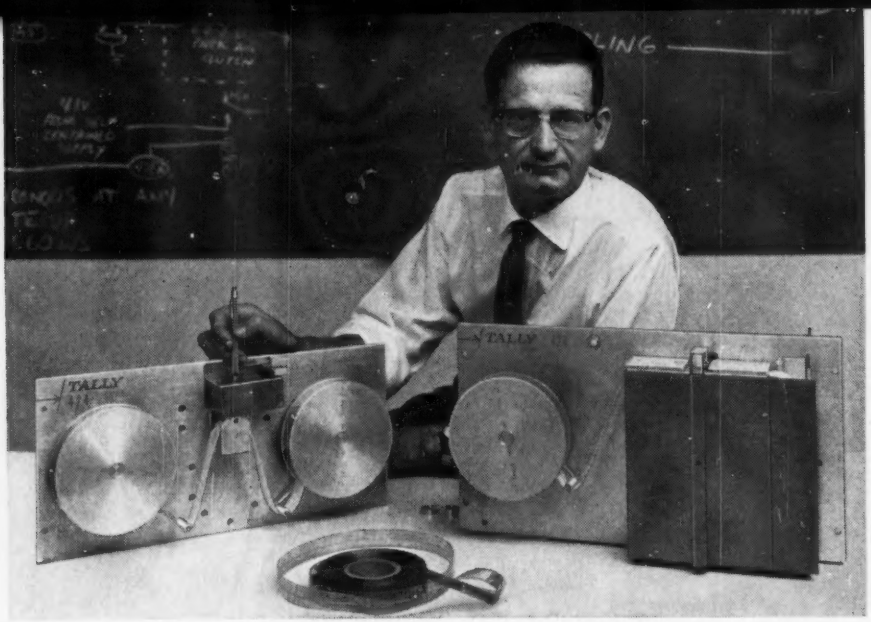
For each weekly report, the cashier's office makes out a pink cash received slip, indicating the total amount. The bookkeeping department fills in the distribution on the pink slip, breaking down the net cash figure into sales cash, union dues, security, shortage, payroll advances, unclaimed wages, etc. Pink slips are accumulated and given to operators of National Cash Register Class 31 bookkeeping machines for automatic card punching of date, division, operation and amount. The sole purpose of this operation is to punch cards. No key punch operator is needed and the pink cash received slips are released for use sooner than if cards were punched manually.

Cards are tabulated weekly, listing the date, week ending, division, operation and amount. Total amounts must agree with the predetermined totals. When weekly totals are posted to sales ledgers for cash control at operations, the grand total of cash received for the week shown on the tabulation must agree with the cashier's record of bank deposits.

David Cohen, controller, American News Co., planned the system to obtain monthly voucher register distribution. While the vouchers payable are being prepared on the accounting machine, card punch automatically punches distribution cards. R. Zinger, general auditor, installed the system, and added an expense-saving idea. By sorting punched journal entry cards into the voucher register, one complete posting operation is eliminated.

As invoices are received they are sorted, arithmetic is verified, and usual auditing steps are performed. Then invoices are filed by vendor until the end of the month, when the voucher section checks the audited invoices against statements, reconciles them, and

David Cohen (left), controller, American News Co., and R. Zinger (right), general auditor, Union News Co.



WHY TALLY READERS AND PUNCHES TALK EASY

...and long

You can talk to Tally punched tape readers and perforators with less input and output logic than any other equipment on the market. You can talk to Tally equipment faster. With only one command, your Tally reader will read and advance; your Tally perforator, punch and advance. You can read or punch 5, 6, 7, or 8 channels without modification. Oil mist lubrication provides whisper quiet operation. Their engineered simplicity means long term reliability.

Tally perforators operate *asynchronously* at any rate up to 60 characters per second. Their unique wire clutch drive lets you vary speed for slaving to other equipment, simplifying design of logical systems. Prices for perforators start at $1,000.

P.S. Problems in making complex programming tapes? Call us, we're making 4 to 16 channel guaranteed error-free punched tapes for many missile and satellite programs.

Tally readers feature a reading rate of 60 characters per second in either direction, instantly reversible for rapid search and select. They have triggered tape feed readout with the rate controlled by external equipment. Full accountability is furnished by the Form C switch which provides positive hole/space sensing. Reader prices begin at $595.

Special Tape Systems Available

On request, Tally engineers will be happy to review your product requirements for special tape readers, perforators and reader-perforator systems. Please address Dept. 152

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For More Information Circle No. 245

Burroughs Corporation
announces another
new
series of electronic data processing systems with every intention of making you dissatisfied with the system you now have

They are powerful, high-speed electronic computer systems in the low price range. More automatic and completely balanced, they deliver a significant increase in productivity. Present programming time and expense are reduced to a minimum through a powerful new library of service routines and a high-speed assembler. They accept the same media you're using now—punched cards, magnetic tape or Magnetic Ink Character Recognition. One of the four typical B 200 systems pictured here will be sure to satisfy your needs for faster, more simplified automatic data processing and the management data that will help you operate your business more profitably. For information call our local office or write Burroughs Corporation, Detroit 32, Michigan.

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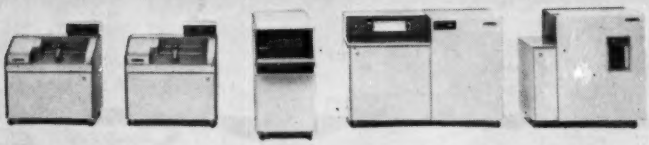
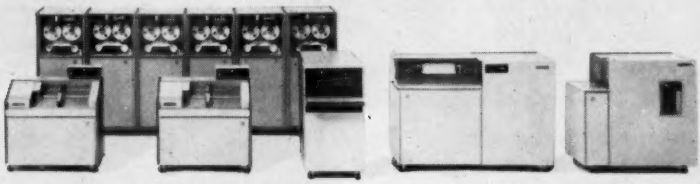
Burroughs Corporation

For More Information Circle No. 312



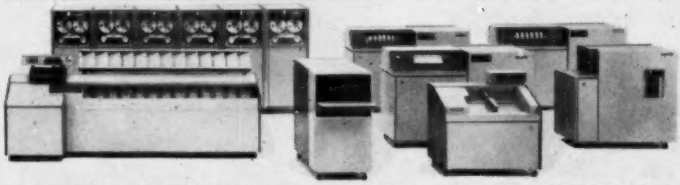
PUNCHED CARD ELECTRONIC COMPUTER SYSTEM

B 260 combines collation, computation, summarization and hard-copy preparation all in one run.



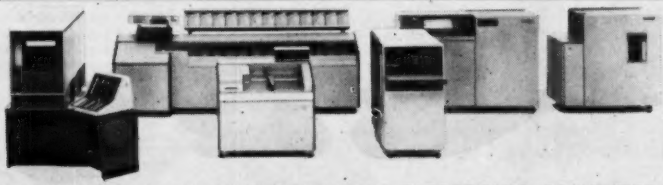
PUNCHED CARD/MAGNETIC TAPE ELECTRONIC COMPUTER SYSTEM

B 280 functions independently or can operate as a satellite to large-scale computers.



PUNCHED CARD/MAGNETIC TAPE ELECTRONIC COMPUTER SYSTEM
with Magnetic Ink Character Recognition

B 270 provides highest speed MICR processing at lowest cost for financial applications.



PUNCHED CARD AND LEDGER RECORD ELECTRONIC COMPUTER SYSTEM
with Magnetic Ink Character Recognition

B 250 is unique in handling commercial or financial applications where unit ledger records are desired.

For More Information Circle No. 312

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For More Information Circle No. 465

At Union News Co., New York, NCR Class 31 accounting machines are linked to key punch machines.

prepares a remittance advice form in duplicate. The vendor's name and address are recorded on the right-hand side of this form, where space is also provided for computing the net amount to be paid (date, description, amount, total, discount and net). The account distribution is entered on the left side of the office copy, but is not shown on the vendor's copy. This distribution includes account number, division, operation, retail and cost amounts.

After remittance advice is completed, checks can be prepared. For convenience in handling, remittance advices are accumulated in batches of 50. A control tape of net amount and retail amount is prepared and attached to each batch, which is then given to the accounting machine operators.

Each operator makes sure the correct program bar is on the machine. Then she starts with No. 1 each month, and continues numbering the vouchers in sequence. (July would be 7-0001, 7-0002, etc., and August would start with 8-0001). This number is the same for check and voucher. Using the remittance advice as a posting media, the girls distribute by account, division, operation, retail and cost for each batch. They then prove to predetermined totals. The machine shows 0.00 proof for each voucher.

While this operation is being performed, cards are automatically punched with both distribution and check net cash. Batches of cards are run through the appropriate machines to prove batch totals and for post-punching audit. The distribution cards are used for account distribution and the net cash cards are used for bank reconciliation.

Journal entries are also punched and sorted into the voucher register, eliminating another posting. The machine shows proof that the debits and credits were equal for the entire run. For ease in identifying the nature of any item, code 1 is used for vouchers, code 3 for journal entries.

At present, Union News Co. also uses the same accounting machines for cycle billing, monthly billing and sales audit (restaurant income distribution).

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quiet
automatic
addressing
on a
desk
top

For More Information Circle No. 342

THE ELLIOTT 1250A accelerates communications with all the lists of people that put life in your business . . . prospects or customers, dealers or distributors, salesmen or suppliers. The quick, quiet, automatic Elliott 1250A addresser is so compact, it fits on top of a desk. The price is compact, too, to fit the business that is not big, but busy. Find out about the 1250A now.

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Integrates Data on Punched Tape

AN EASILY OPERATED modular Data Integrator that produces a punched tape for automatic machines and computers, sequentially combining fixed data, variable data, identification data, and time and count data, is available from American Data Machines, Inc., Hicksville, N. Y. The Data Integrator can be stepped up or down in capacity, to meet varying input needs of both large and small companies, by simply adding or subtracting components.

It is simple enough to be operated by untrained personnel. Operator's keying entries are reduced to a maximum of 20% of the total data handled. All identification and fixed data are entered automatically. The unit can be used with any standard data processing equipment, and will accept any existing punched cards, such as IBM, Remington-Rand, Flexowriter, etc. Its 5-channel perforated tape output may be replaced by 6, 7 or 8 channel if desired. **For More Information Circle No. 104.**

Manual Tape Winder

A HEAVY DUTY manual tape winder, No. 5061, has been added to the line of data processing accessories manufactured by Dresser Products, Inc., Providence, R. I. It takes 7″ and 9″ removable face reels, operates on a 4-to-1 gear ratio that makes it possible to wind tapes at high speed. For use on this manual winder, 12″ reels are also available on special order.

Oval cast base is 5¼″ by 7⅜″. Height with a 9″ reel (as illustrated) is 13″. **For More Information Circle No. 108.**

For More Information Circle No. 215→

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YOU NEED A DOCUMAT READER-PRINTER!

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If you use microfilm, as so many do today, there's no need to wait for prints. As you scan the film on a big, clear 11" x 11" viewing screen, you may stop at any frame, press a button, and the machine will hand you a clear print.

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Note these exclusive features:
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JUST 3 SIMPLE STEPS
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3. Press the button

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USE IT AS A READER OR PRINTER —OR BOTH!

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Now! No need to wait for prints from Microfilm. DOCUMAT will pay for itself many times over in its long life of service

NO WAITING—Just push button and print comes out sparkling sharp in seconds.

THRIFTY—Produces usable prints even at wrong exposure.

SIMPLE—Any office girl can operate the DOCUMAT Reader-Printer after very brief instruction. Easy as A B C.

TWO-IN-ONE USE—Use it as reader or printer. No need to have two machines.

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PERFECT PRINTS—All prints come out neatly trimmed. No ragged edges. No cracking or peeling.

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DOCUMAT INC.

75 East 55th Street, New York 22, N.Y.

Please send me complete detailed literature on the DOCUMAT Reader-Printer, with information as to where the machine may be seen in this area.

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USE THE POST CARD GET A CLOSE-UP ON DOCUMAT

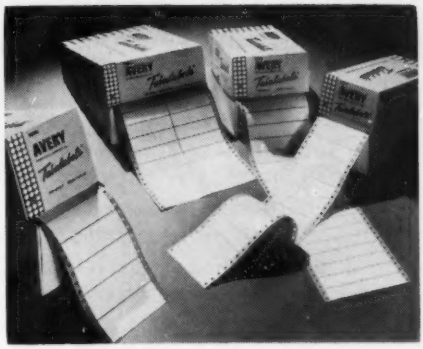
Have a demonstration

WITH ECONOMY PRICE AND INFO ON WHO SELLS IT NEAR YOU

Fanfold Tab Labels

FOUR STOCK SIZES of fanfold self-adhesive Tabulabels have been added by Avery Label Co., Monrovia, Calif., to its line of data processing labels for machine accounting and similar operations. Developed to meet the need for Tabulabels in flat packs, the new sizes are 15/16" x 3½", 23/16" x 4", 15/16" x 5" and Twin Tabs 15/16" x 3½". There is no need to rewind fanfold Tabulabels, thus eliminating a complete operation. Packaged in newly designed cartons. Twin Tab packages contain 10,000 labels, while the other three stock sizes hold 5000 Tabulabels in continuous packs, folded and perforated every 12".

Twin-Tabulabels permit printing two labels at a time, to speed the operation 100%. Avery also announced a new dispensing machine for pressure-sensitive Tabulabels. The unit, operated by a footswitch, reduces label application time. Speed is controlled by a dial regulator. **For More Information Circle No. 437.**



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For More Information Circle No. 394

WHICH ONE OF THESE MANAGEMENT QUESTIONS GETS A HAZY ANSWER IN YOUR COMPANY?

1. *What is Policy?*
2. *What are the 7 marks of a Useful Report?*
3. *How can we write procedures so anyone can understand who does what and when?*
4. *How do bootleg forms affect office costs?*
5. *Will Electronics solve your office problems?*
6. *Is an organization chart A Useful Tool?*

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For More Information Circle No. 401

←For More Information Circle No. 215

Data Retrieval System

THE FINDAFACT magnetic tape data retrieval system of Rese Engineering, Inc., Philadelphia, comprises a solid state electronic unit which accepts input, searches magnetic tapes; inserts, deletes, substitutes and retrieves information, and produces output. Two reference tape stations, such as an IBM 727, IBM 729-II or Potter 960, are required for file maintenance. Information is copied from one tape to the other, to make room for inserted records. In data retrieval, however, only one tape station is in use at any time. If files do not have to be changed, or if file maintenance is done by other equipment, only one tape station is required.

Any of a number of input-output devices are applicable. Magnetic tape stations may be used for input and/or output, in addition to the reference tape stations mentioned above (unless one of the two reference tape stations is used for input or output in data retrieval). In punched card installations almost any machine with a clutch and emitter can be used for input and/or output, from an 026 card punch to a 407 accounting machine, a 604 or 607 calculator. Findafact used with a 604 or 607 provides a complete, low-rental, magnetic tape data processing system. A Flexowriter or other paper tape reader and punch also may be used. Input-output devices as well as reference tape stations, may be used for other purposes when not being used with Findafact.

Any record that is deleted, or substituted for, is also output; as is any input deletion or substitution for which a matching reference number is not found in the reference tapes. Initial creation of reference tapes is, of course, a series of insertions. Reference numbers of wanted records are input and the information associated with them is output. Output may include any desired information copied from input. Input reference numbers not found on reference tapes appear as output, marked to indicate that no matching reference number was found.

Each mode of operation has several variations depending on how Findafact plugboard is wired. In general, Findafact can do anything that the terms file maintenance and data retrieval imply. Reliability is achieved with lateral and longitudinal parity checks, read after write, validity check and output of data not found on reference tapes. To make 1000 look-ups (using punched cards for input and output) in a file of a million 80-character records would take about one hour. **For More Information Circle No. 418.**

- For punching standard codes in either 80-column or 90-column tabulating cards.
- Complete visual verification before punching—up to three cards at a time.
- No electric current required.
- As compact as a desk-top check writer.
- No trained operator needed.
- The pdp Mek-A-Punch eliminates dependence upon written or oral reports from remote locations.
- Extremely valuable in data processing department for adding new information to previously coded cards or for replacing damaged cards.

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Data Systems Equipment

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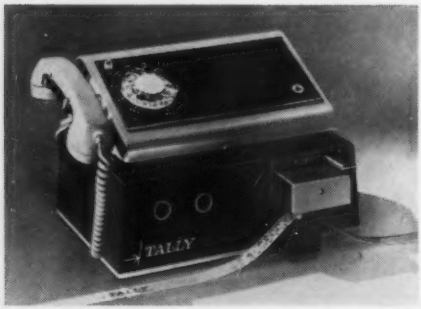
MANUFACTURERS OF:

Attendance Recorders
Data Collection Systems
Digital Clocks
Digitized Plastic Plate Readers
Keybank Assemblies
Mek-A-Punch
Military Systems
Sequential Punched Card Readers and Scanners

For More Information Circle No. 278

Data Communications System

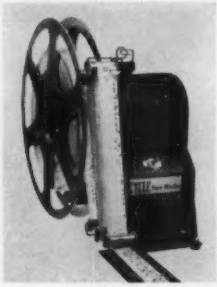
A LOW COST PARALLEL communications system for rapid transmission of data through regular local or long distance dial telephone networks is offered by Tally Register Corp., Seattle, Wash. Equipment was developed for use with Bell System's parallel Data-Phone service, private wire networks or leased lines. It eliminates all character indexing, serializing, receiver recognition, and data reassembly processes previously required by serial techniques.



Tally's equipment provides one way or bi-directional transmission of perforated tape at up to 60 characters per second or 600 words per minute. Tape format or code structure is unrestricted. Simplified operation allows use by non-technical office personnel. Rapid, accurate transmission is assured by using the reading technique of the standard Tally reader and the asynchronous feature of the Tally perforator, both thoroughly proved devices. Tally offers data communications equipment in three basic versions. Mark 1 systems consist of simple data transmission and reception. Mark 2 and 3 systems are combination transmit and receive systems with error correction and additional editing features. **For More Information Circle No. 105.**

Teletype Tape Winder

THEIR Model 100-HH Tape-Minder with a speed of more than 11″, or 110 characters, per second to coordinate with the Teletype CX reader and BRPE punch units was announced by Cycle Equipment Co., Los Gatos, Calif. Designed for a 2″ diameter core with positive stopping action. By using special 4″ diameter tape clip on reel,



speed can be increased to 22″ per second. Gentle tape tension precludes pulling too hard on punch. The Tape-Minder provides power-driven, static-free, intermittent winding of perforated or printed message tapes. Suitable for off-hours or unattended operation and completely automatic handling where data must be carefully collected or retransmitted after personnel have left for the day. **For More Information Circle No. 107.**

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by cutting filing costs with SPACEFINDERS!

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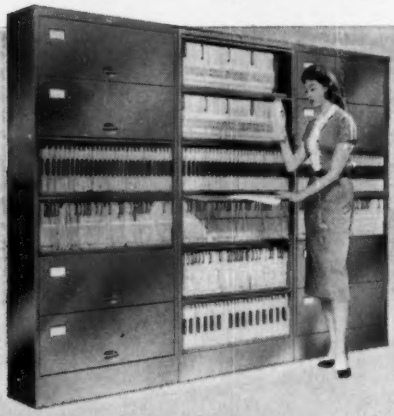

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MONEY-SAVING SPACE-FINDER FILING SYSTEM

...utilizes two unique files. These are welded cabinet Spacefinders with retractable doors or open unit Spacefinders, where portable boxes "package" documents—to produce maximum flexibility and versatility. Both accomplish a better job for less money.

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Data Processing Manufacturer—got copies of engineering drawings to personnel five times faster, used 50% less space.

Savings and Loan Association—increased efficiency 50%, cut space required 40%.

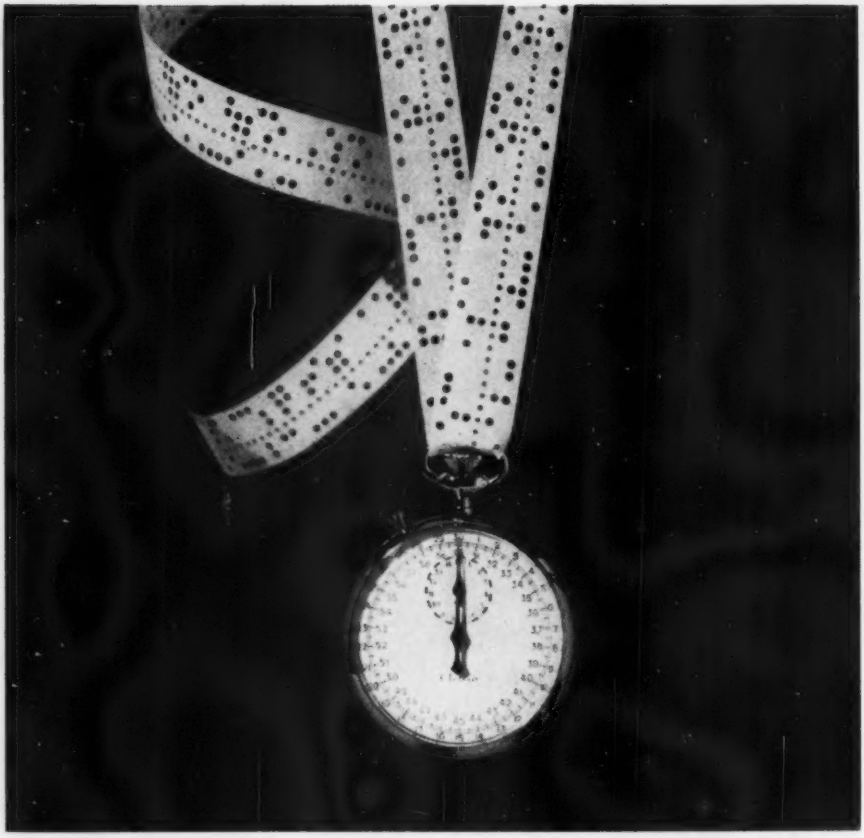
Insurance Company—proven labor savings of 30 to 35%; allowed large expansion in existing filing space.

HOME OFFICE: 995 Market St., San Francisco 3

You can make savings like these! Write today for "Profit Dollars" brochure shown above—and find out how to cut costs on filing!

For More Information
Circle No. 200

TAB
PRODUCTS CO.



How fast can you get accurate management figures?

Just how quickly can you get accurate facts to evaluate sales and inventory trends . . . control costs . . . forecast critical conditions? Did you know that you can now have current management facts at your finger tips? An NCR Electronic Data Processing System can give you vital information in the shortest possible time—at the most economical price. NCR Systems go *all the way* from the original entry to your desk . . . from cash registers, or accounting machines, or adding machines . . . through the computer and the high-speed printer . . . to your final reports. This means you can get all the facts for effective management control. You can better evaluate every phase of your business. In short, you get greater executive command. For more details, write to NCR.

• Punched paper tape is created by National Accounting •
• Machines, Cash Registers and Adding Machines as an •
• automatic by-product of normal operation. It is then •
• fed into a computer to produce, at minimum cost, •
• the information you need for most profitable control. •

THE NATIONAL CASH REGISTER COMPANY, *Dayton 9, Ohio*

1,039 OFFICES IN 121 COUNTRIES
77 YEARS OF HELPING BUSINESS SAVE MONEY

NCR *National*

ELECTRONIC DATA PROCESSING
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)

For More Information Circle No. 263

G-20 Computer Line Printer

DEVELOPMENT of a high-speed line printer and specifications for its recently announced disc memory system, both accessories for the G-20 computer system, were announced by the Bendix Computer Div., Los Angeles. The LP-12 line printer, which will replace LP-10 and LP-11 units, may be used directly with the central processor or accessory equipment without special buffering. Any number of printers may be used with a G-20 system.

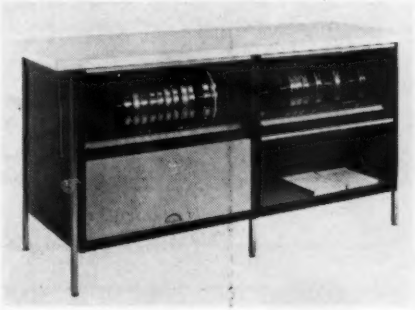
A data source sends a line of up to 120 characters to the printer at any rate up to 67,000 characters per second, along with instructions for printing and paper feed. The LP-12 prints and advances paper independently at up to 800 lines per minute for the 64 character alphabet single-spaced. Up to 1000 single-spaced lines per minute can be printed with a 48 character alphabet. Numerics can be printed at up to 1000 lines per minute with multiple spacing of paper.

The 64 character alphabet consists of four sectors of 16 characters each with a nominal 15 millisecond interval per sector. The 48 character alphabet occupies three of these segments of which the 16 character numeric "alphabet" is one. Single spacing of paper takes place during one sector time. Unit was designed and built for Bendix by Anelex Corp.

The disc memory unit (DM-10) provides on-line random access from bulk storage modules containing up to 20 million or more 8-bit characters. Average access time to any record is 90 milliseconds. A parallel-recording technique allows all 8-bits of a character to be simultaneously read or recorded. Average transfer time is up to 140,000 characters per second. Available with five or nine discs, each 39″ in diameter, which rotate at 900 rpm. Disc mechanism was designed and built by Bryant Computer Products Div., Ex-Cell-o Corp. **For More Information Circle No. 198.**

Data Room Equipment

ACCESSORY EQUIPMENT styled to match computer units was announced by Systems Sales Co., Binghamton, N. Y. The line features chromed steel tubular legs and wide overlay Formica tops, finished in matching decorator colors. Pictured is one of the combination reel and/or forms storage cabinets, available in a variety of depths to meet individual requirements. The line also includes inquiry station tables, pedestal units and punched card desks in this same styling. **For More Information Circle No. 169.**



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One-Write Forms Systems For Use With Aligning Boards

H. BRECHNER, President, Colonial Pay Systems, New York

SINCE 1942, when payroll withholdings were first enacted into law, there has been rapid progress in the design and use of one-write systems. This use has not been restricted to smaller firms. The size of an organization is not a factor in determining whether or not a one-writing aligning board system is indicated. Rather, it is whether such a system is the most efficient and economical for the job.

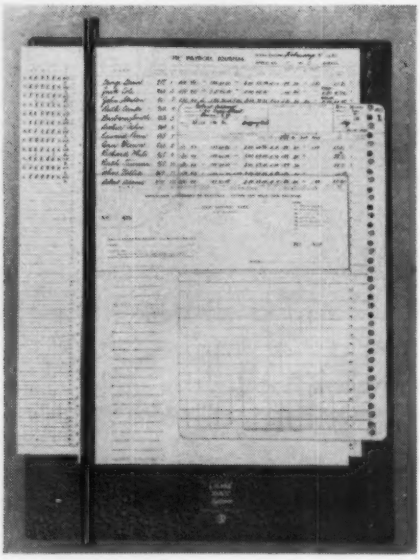

Fig. 1. A one-write payroll system.

Originally, one-write methods were designed for payroll applications almost exclusively (Fig. 1). As usage increased and the possibilities were explored, other bookkeeping tasks were performed on the aligning board, such as accounts payable and accounts receivable. Today, one-write systems are used for a variety of bookkeeping, statistical and record keeping tasks. The characteristic that makes this possible is that the board accurately aligns and provides simultaneous posting of all required forms. These are generally a journal, ledger card and check or statement. The forms need not be the same size and may be anchored at different points on the pegboard to register with each other. Two or three rows of pegs are available and the number of different forms aligned for simultaneous entries may be five or more.

One-write systems have the property of expandability. As volume and scope of a particular system increases, additional forms take on the extra load, without the need to rewrite any record. For example, if a user wishes to make more than ten distributions, he can do so by simply adding an additional journal sheet or ledger cards. An unlimited

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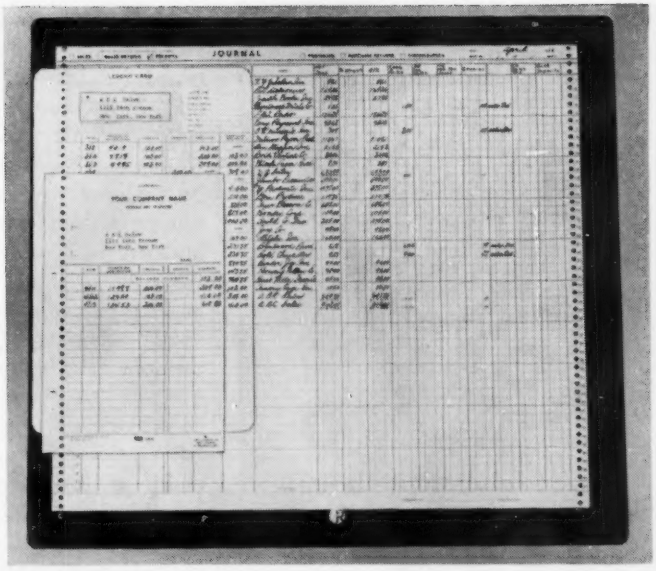


Fig. 2. A single-entry accounts receivable system.

number of distributions are possible without rewriting of records.

For accounts receivable, all records are current since the single entry makes simultaneous postings to statement, ledger and journal (Fig. 2). The statement need only be extracted from the posting tray, inserted into a window envelope and mailed at the end of the month. A duplicator and spirit masters with pressure-sensitive adhesive, attached to each ledger card (Fig. 3), allows rapid addressing of statements, envelopes for sales letters, dunning letters, and other mail regularly sent to customers.

Interchangeable forms permit a user to start small and expand by substituting more comprehensive forms. Since these records are not filed away out of sight, as would be the case if new forms were headed up and balances only carried forward, customer history is always in view. Adding a cash receipt to an accounts receivable system provides a useful system for doctors, clinics and other operations where recording either cash, or a combination of cash and charges, is needed.

The equipment is interchangeable

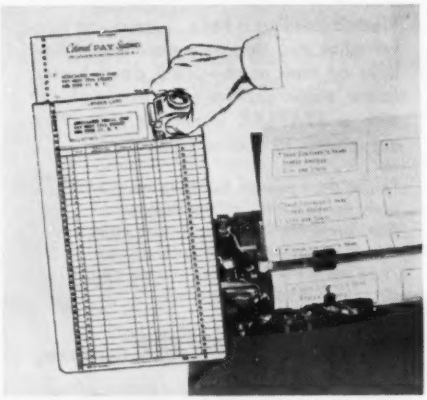
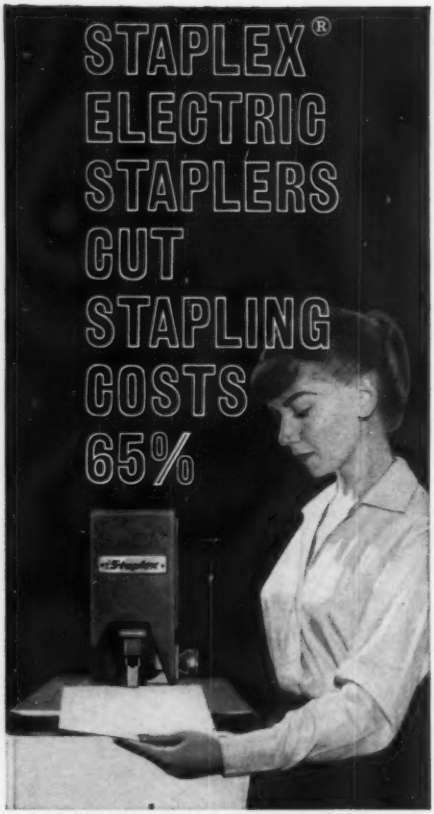


Fig. 3. Pressure-sensitive spirit master on ledger card.



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and a small user may start with few requirements where a small aligning board suffices. As his needs increase and it becomes necessary to handle larger volume and post additional information, the smaller pegboard may be replaced with a visible binder and writing platen. The additional work is handled with only a slight variation from the original installation since the basic principles are the same.

For accounts payable, as in the accounts receivable system just discussed, a binder has been developed which incorporates a writing platen (Fig. 4). All entries are made with the checks and journals fixed in the binder. Checks are shingled in position with the lines for common postings on the check and journals directly over each other. Insertion of the ledger card completes the assembly and entries are made to all three records simultaneously. Subsidiary accounts may be established for paying freight, expenses, returns, cash refunds, etc., using the same checks, ledgers, journals and equipment. The number of distributions and amount of information to be recorded depends on the requirements of the user.

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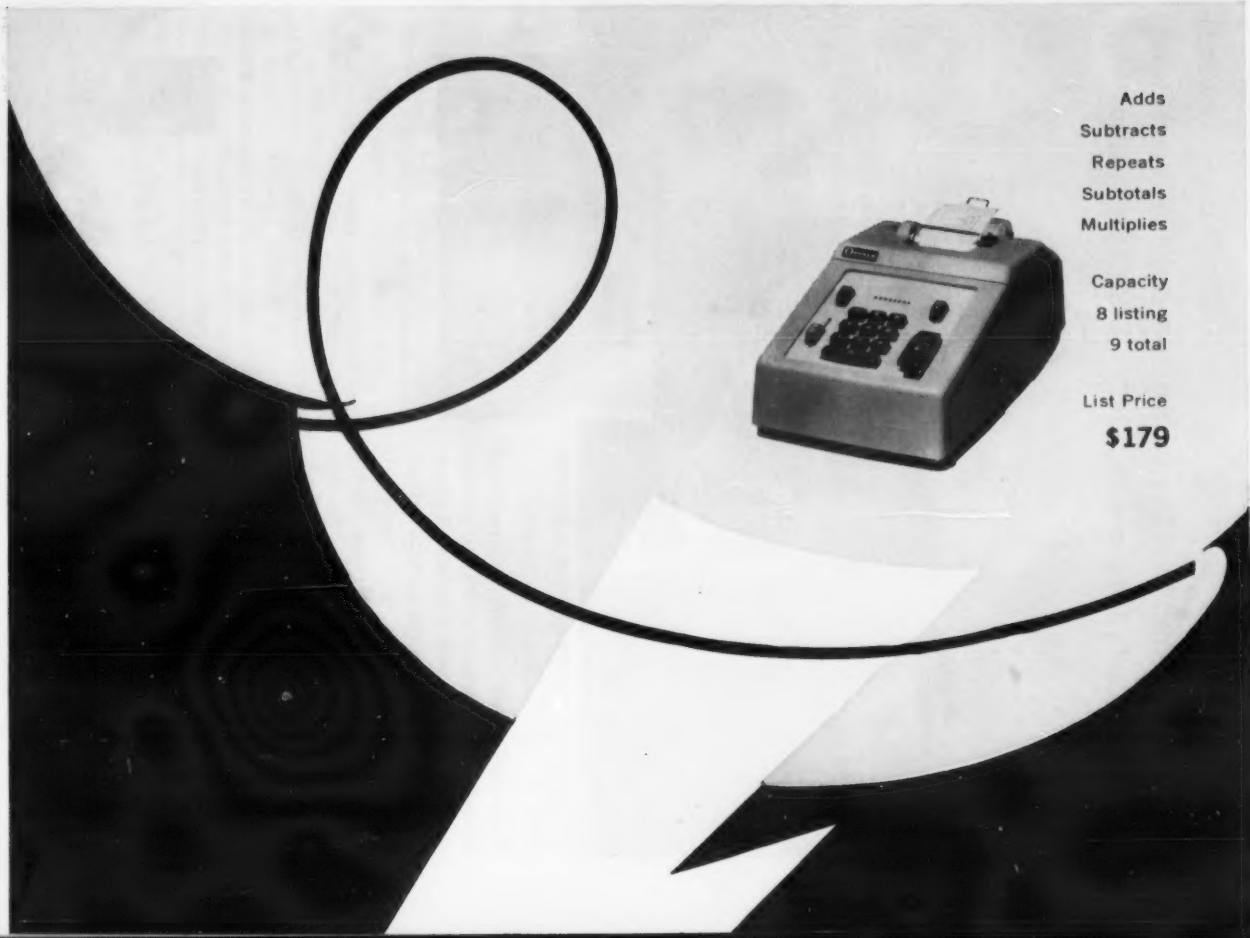
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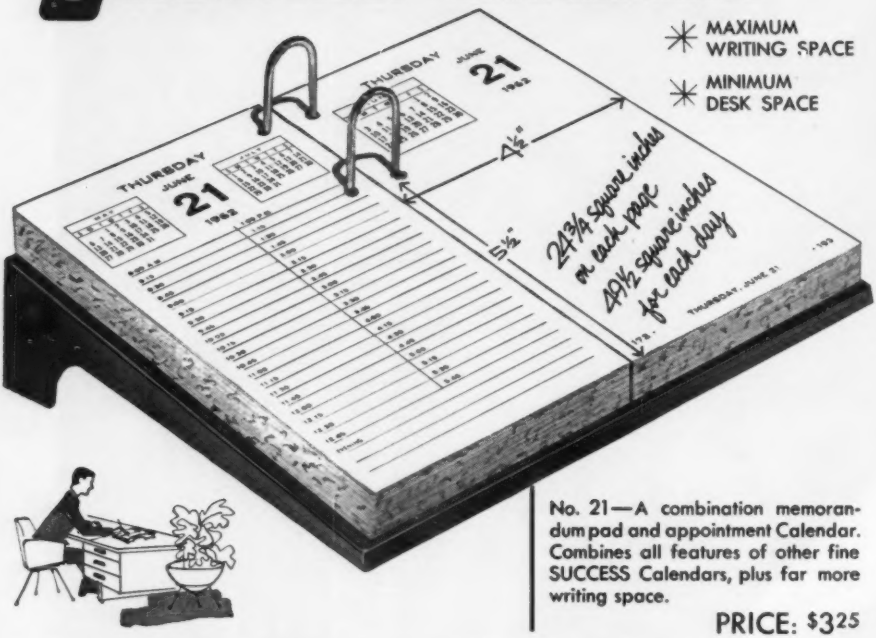

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payments of invoices at odd times, as for food purchases and freight bills, this system is useful. Discounts need not be sacrificed since payments are prompt with no backlog of postings to obstruct the work.

Payrolls for as few as ten or as many as 1500 persons can be accommodated with one-writing systems. Some pegboard systems used for piecework are comprehensive enough to permit recording, on one board, items such as regular operations, transfer time, waiting time, machine delay, incentives and bonuses, with ample space for regular payroll entries of earnings and deductions. Journals are provided with columns for entering distributions of hours, piecework rates, job costs, departmental costs and other statistical data.

Another system makes available, as a by-product of regular payroll entries and without any rewriting, information for distribution of job costs. Provisions are made for entries of local and state taxes. Ample columns for earnings and deductions are also a part of this system. Designed for construction and contracting concerns, it provides detailed records for proving payroll costs on government or contract work of this nature.

In payroll work, where greater speed is required and even rewriting the name on a check is a factor, a one-writing line payroll system (Fig. 5) eliminates this rewriting. Another method permits pre-typing or Addressographing employee's name, number and address, if needed on checks and journals.

Where earnings and deductions are constant, the previous week's entries

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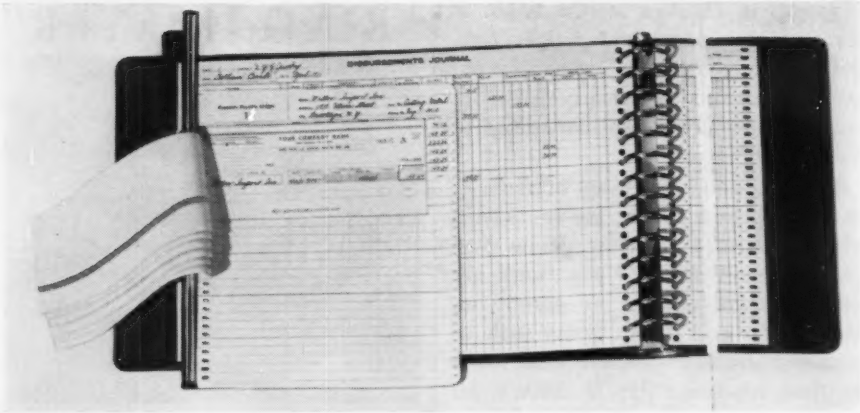

Fig. 4. An accounts payable system.

are visible immediately above the current week's writing line. All the operator need do is copy previous entries of earnings and deductions to prepare the payroll. Another version uses carbonless paper, while some one-write sys-

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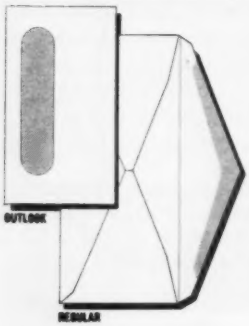

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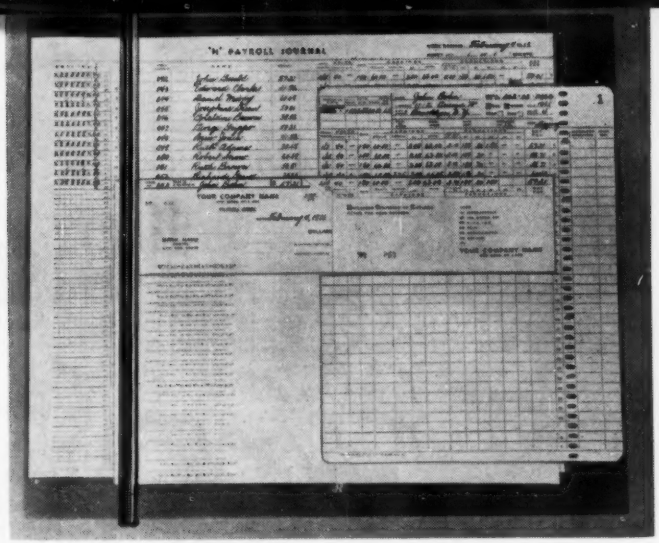
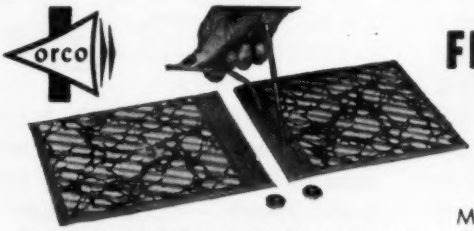


Fig. 5 Payroll system with a single writing line.

tems use carbon sheets and striped carbons.

For smaller businesses, branch office operations and confidential payrolls, a one-piece unit is available (Fig. 6). In addition to payroll posting, it is used for all bookkeeping needs of a smaller office. The single piece of equipment provides active storage for all forms used. This unit is easily transported and worked on anywhere, in complete privacy if desired. Its low cost puts



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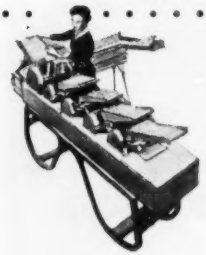
FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*



The larger 3100 Inserter, with postage meter, can stuff as many as six enclosures at once, then stamp and seal the envelopes at speeds up to 6,000 an hour.

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one-write accounting within reach of all.

In payroll systems, since all entries are completed in one writing and proved immediately, reporting taxes at quarter or year's end requires only adding columns of figures and transcribing the additions on the proper form. Many variations of one-write aligning boards are available. With flush mounted pegs, economy in forms size is achieved since operator can make entries right up to the pegs.

Not mentioned earlier is the fact that additional units may be added and additional operators trained in short time. Also, proving one record, usually the journal, is all that is required to prove all entries. This eliminates the bogey of pegboard transcription errors in multiple posting operations. Systems are used for layaway and budget payment plans, inventories, sales commissions, insurance premium collections.

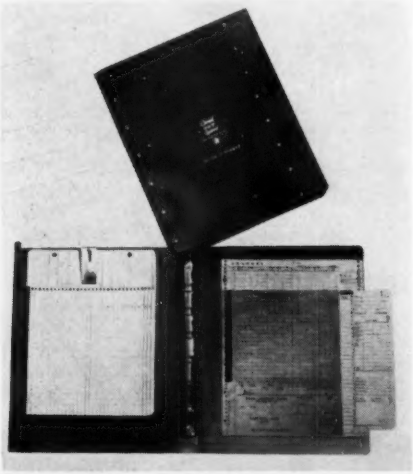

Fig. 6. Self-contained payroll system can be used for all bookkeeping needs in a small office.

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For More Information Circle No. 276

RIGHT or WRONG in Employee Relations

A ROUND-UP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Can a Man Be Discharged Because He's "Sick Prone"?

What Happened:

Bill Norge had one streak of bad luck after another. First he was laid up 14 days with a slipped disc. Then he came down with a virus infection and a bad penicillin reaction kept him out another ten days. A half-year later, Bill contracted measles and was out five days. He went to the beach for a rest and got a severe sunburn. On the job he strained a back muscle. Result about 60 days' sick leave.

So it went for four years. His absentee rate was 12.9%—four times higher than the company average. The company suggested that perhaps he should find another job. When there was no improvement, the company reluctantly let him go. The issue went to arbitration where Norge argued:

1. I had a lot of tough luck. This can happen to anyone. I'm better now and you can expect my absences to decrease.
2. You discharged me on the basis of statistics. True, I was out 426 days out of six years employment, but for legitimate reasons.
3. I do a good job when I work.
4. You can't discharge an employee if he's absent for good cause.

The management position was:

1. By any standard, Norge's attendance was unsatisfactory. We never knew from day to day when he'd be in. This seriously hampered our planning department's work.
2. We have a right to require reasonable attendance. Excessive absenteeism, regardless of cause, is just and sufficient grounds for termination.
3. We feel that Norge is so "sick prone" that his attendance record

will continue to be bad.

4. We have been putting up with this for years. Does a company have to be saddled with this kind of situation forever?

Was the Company:

RIGHT ☐ WRONG ☐

WHAT A BOARD OF ARBITRATION RULED: "We sympathize with the company's position that Norge's attendance record was unsatisfactory. We agree that reasonably good attendance of its employees during regularly scheduled working hours is necessary to the efficient operation of its facility—and to the stability of employment of its work force as a whole. However, unsatisfactory attendance of any given employee during any given period does not constitute, in and of itself and irrespective of circumstances, just cause for termination. Circumstances alter cases, and each case must be determined on its own merits. The vast bulk of the absences were due to adversity beyond Norge's control, but there is no reasonable basis for assuming that such misfortune will continue to plague him in the future. Norge shall be reinstated to his job, with all rights and privileges unimpaired, and with restitution of all pay lost by him as a result of the discharge". (One of the three men on the panel dissented, saying that absenteeism must be judged on the basis of a man's past record—not on what may happen in the future.—Ed.)

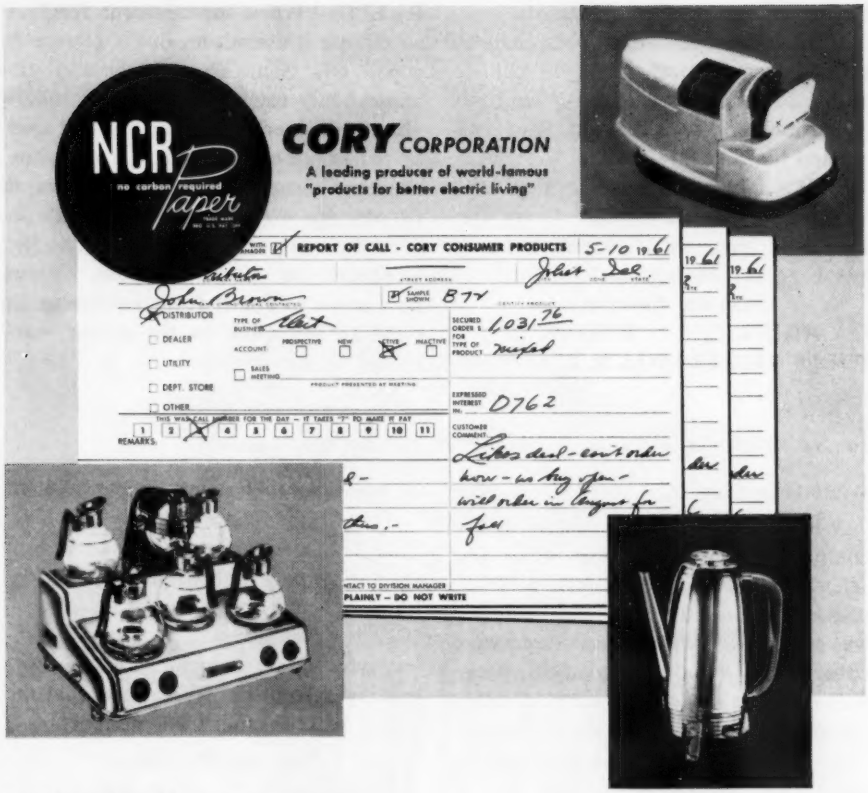
Does Forgiveness Hold If an Offense Is Repeated?

What Happened:

Sam X talked back to his supervisor—used abusive language against other employees—bragged and blustered. For years the company put up with him. His supervisor talked to him on several occasions, and once issued a warning notice. Sam's behavior persisted.

One evening Sam phoned his supervisor at home. "I'm having dinner with my family, and can't discuss anything now. Can't you see me in my office in the morning?" the supervisor asked. Sam let out a stream of abuse. The next day he was given his walking papers. He howled so loud and long that the issue finally went to arbitration. Said Sam, sweetly:

1. Maybe I shouldn't have said what I did—but I don't deserve to be fired. I've been talking this way for years; nobody did anythnig.
2. The fact that I wasn't disciplined before for abusive language means I was forgiven. So this is a first offense, and you don't fire a man for a first offense.
3. This is a pretty lenient company. It shouldn't get tough all of a sudden. A man is entitled to a staff warning before the company changes its policy.



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The company softly answered:

1. Just because we've been lenient before doesn't mean that we cannot crack down when we think we have had enough. We talked to Sam and warned him once.

2. We admit we let things go too long, but enough is enough. If we lose this case, then management is being penalized for having been lenient.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR B. L. LUSKIN RULED: "When management forgives an offense it doesn't mean the offense is wiped off. Sam X's attitude and use of profanity toward members of supervision subjected him to the severest kind of penalty. The fact that the company exercised restraint does not require it to put up with repeated vilifications. That the company did not discipline the employee on other occasions cannot now serve to bar it from exercising its right to discipline to the extent warranted by the offense."

Is Severance Pay a Condition of Employment?

What Happened:

When business took a bad turn, the company began to cut the payroll. Ten salesmen were given their notices. They demanded severance pay. The company was surprised. While the salesmen were covered by a union agreement, there was nothing in the contract that called for such provision. Argued the union:

1. True, there is nothing in the agreement about severance pay, but there is a clause which says there shall be no lowering of working conditions for the life of the contract.

2. It has been the policy of the company to give severance pay to employees and salesmen. You cannot change that.

The company answered:

1. That's right, we have always given severance pay, but at our discretion. Now we can't afford it.

2. If severance pay was a solid policy, why wasn't it included in the bargaining agreement. This shows that the policy was voluntary on our part.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR BURTON B. TURKIS RULED: "Severance pay is a major condition of employment—and no parallel of the 'Christmas Turkey' situation. The practice was initiated and perpetuated on a bilateral, rather than a unilateral, basis. The practice is of long standing and maturity. Employees have assuredly come to rely on the practice. The business factors which compelled the layoff manifestly require a severance payment basis or formula which provides a fair and just solution of the problem. In the judgment of the arbitrator, that basis is one week's pay for each year or portion thereof of employment."

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For More Information Circle No. 282

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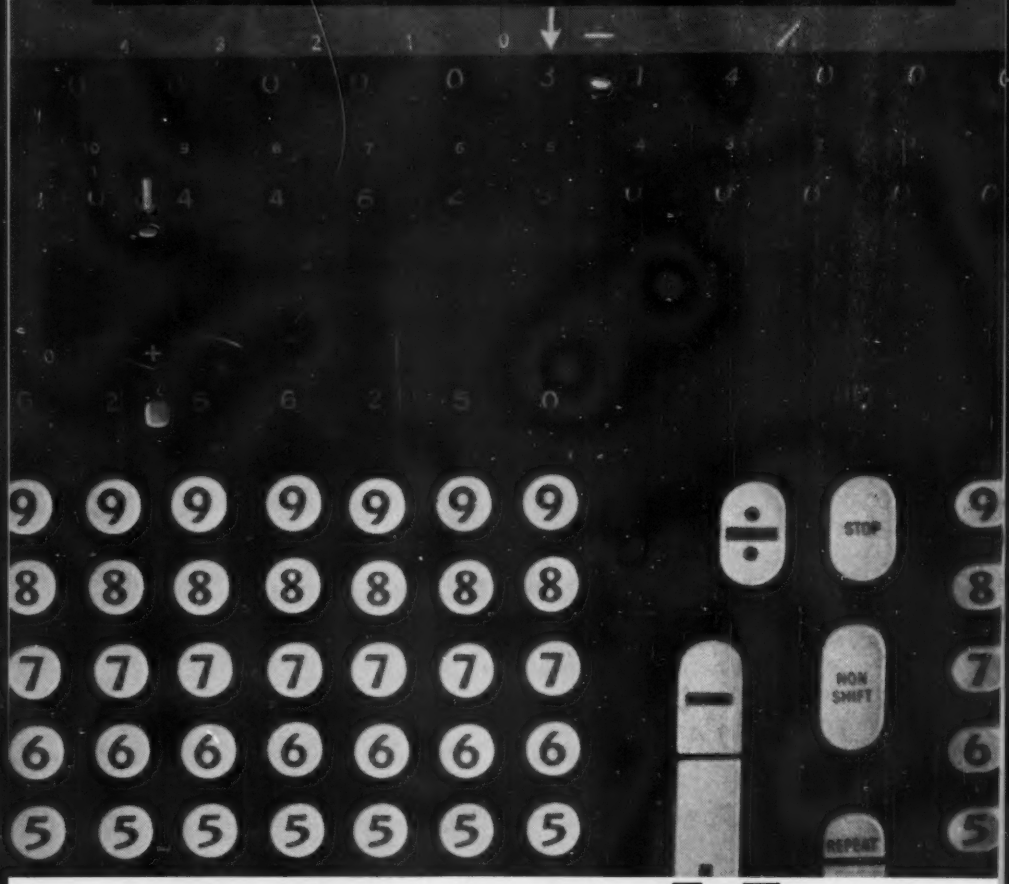


SCM MARCHANT

DIVISION OF SMITH-CORONA MARCHANT INC.
410 Park Avenue, New York 22, N.Y.

For More Information Circle No. 427

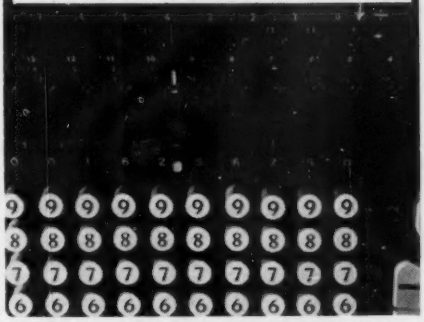
Purchasing-Receiving System Saves With Translucent Forms

A PURCHASE order - receiving system at Duro Co., Dayton, Ohio, is proving that creative application of modern control techniques can pay off immediately in reduced clerical costs. The firm manufactures electric water pumps, water softeners, swimming pool filters and complete water systems. John P. Conaid, purchasing agent, who claims that control of repeat writing is the key to purchasing department efficiency, cites his diazo system and forms which have reduced receiving report writing as much as 80%.

"We use a single form as a master for both purchase orders or receiving reports," Mr. Conaid explained. "This form is printed on a translucent sheet to permit making copies on our Brunning Copyflex machine." Duro did away completely with a multipart purchase order form. "We prefer the flexibility that a single master gives us," Mr. Conaid said. "It permits us to reproduce the exact number of copies required by a particular order."

For such orders, the master purchase order-receiving report is a preprinted translucent paper sheet, first processed in the material control department and then sent to the purchasing department where the purchasing agent fills in the supplier's name and address. Then the master is sent to the Copyflex operator who makes copies as required for ven-

How close are you to calculators?



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Did you know . . .

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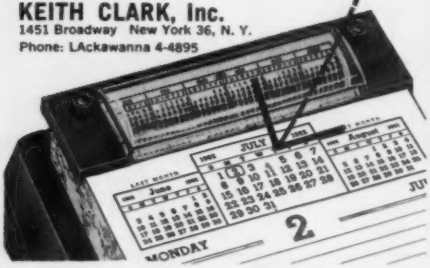


For More Information Circle No. 414

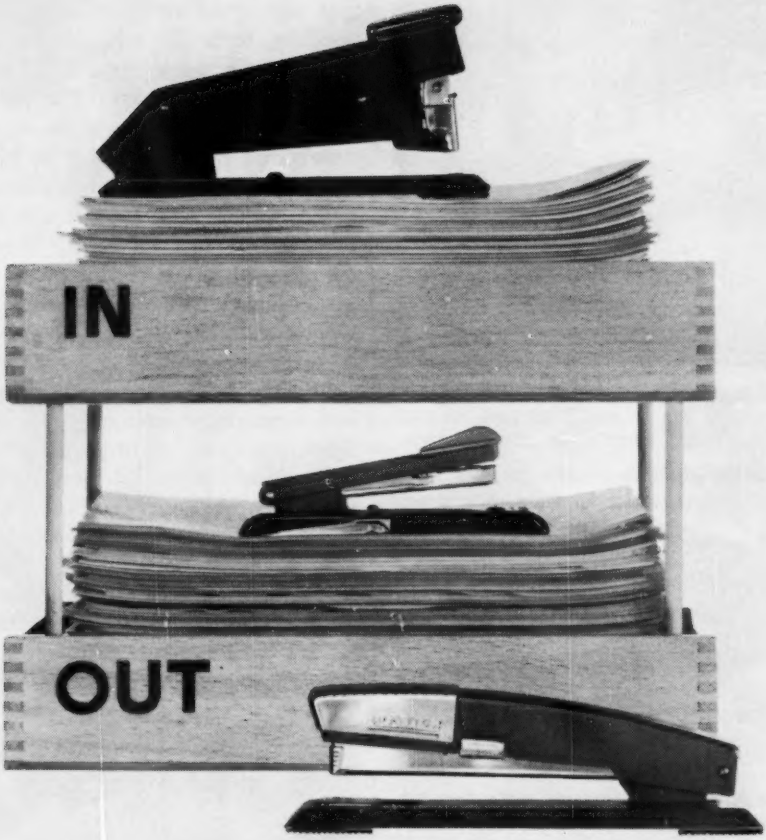
dor, two general purchasing copies, receiving, accounts payable, expediter, requisitioner (when required), and numerical file.

As shipments come in, delivery is noted on the receiving record section of the translucent purchase order copy, and appropriate notations regarding back-orders are made. Then the intermediate is sent to the copying machine operator who makes opaque copies for accounting and purchasing departments.

In the accounting department, accounts payable clerks match back-orders with the purchase order information and vendor's invoice. If all items are in agreement, invoice is approved for payment. The purchasing department uses the new copy made by the receiving department to replace the original in its file. This procedure eliminates hand writing separate receiving slips to keep accounting and purchasing department informed.

"Those receiving reports were really

Copies of forms are made quickly on the Copyflex machine which is also used by the engineering department.



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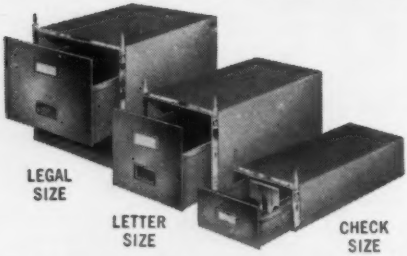

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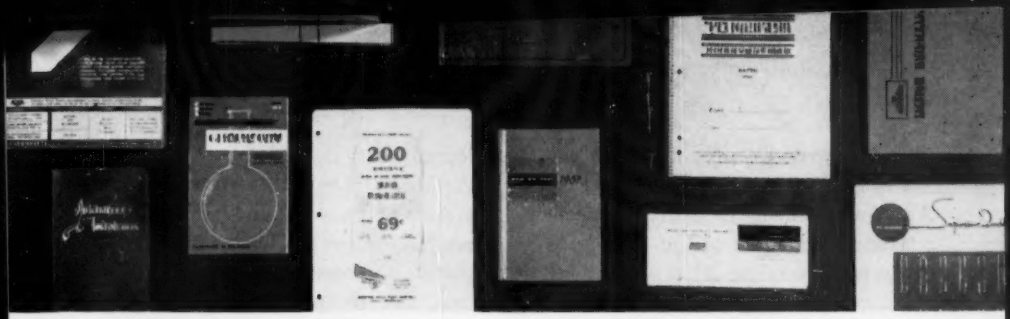
For More Information Circle No. 432

a chore to prepare, Mr. Conaid said. We had to write complete descriptions, purchase order number, part number, quantity, price, in fact, everything that appeared on the original purchase order. Now the only writing of purchase order information done in the receiving department is the number of parts back-ordered. Transcription errors are eliminated, because what is ordered is clearly indicated on original form. There's a complete historical record of an order on a single sheet; no need to make a record search to determine if delivery corresponds with balance due."

"In the purchasing department, it was formerly necessary to transfer all delivery information to the original purchase order. Now we simply destroy the old copy as soon as the new copy comes from the receiving department. The purchasing department has prompt notification of deliveries received. There's less follow-up because the receiving data and purchase information are on the same sheet. Posting to sepa-

Copies are distributed by copying machine operator who does work formerly handled by several clerks at Duro Co.



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DIVISION OF St.Regis PAPER COMPANY

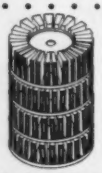
For More Information Circle No. 255

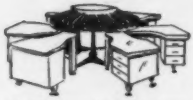
rate follow-up records is unnecessary. We make extra copies as we need them. And there's no need to maintain space-consuming files, since the latest receiving report contains all the information we need," he added.

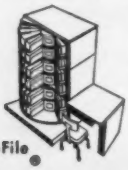
"In the accounting department, vendor invoices can be discounted sooner because receiving report delays are eliminated. Accounts payable are cleared faster because checking is simplified. The latest receiving copy shows the entire history of order and receipts. There is no need to check against purchase order and several reports, nor to post date and quantities received to separate status records," Mr. Conaid reports.

"We have now enlarged our diazo copying application so that our machine is used for about 20 to 30 different purposes," Mr. Conaid concluded. "In addition to our purchase order operation, we use it in an order-invoice operation, for product reports, copying stock room and engineering specifications; for making up copies of standard printed forms in small quantities (for example, daily inspection reports); for making accounting department reports, including daily sales reports; for production scheduling reports, order and machine reports, and order received reports; and copying time-study sheets."

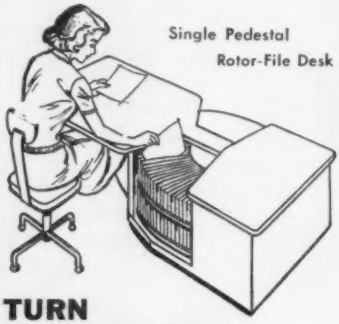
Data Card Rotor-File


Book Rotor File


Multiple — Desk Rotary


Corres-File

Open Corres-File


Single Pedestal Rotor-File Desk

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WASSELL ORGANIZATION INC.

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For More Information Circle No. 392

Throw away your old ideas about printing papers

The old idea that only a heavy paper is suitable for fine printing and duplicating is now outmoded. Olin has developed a new concept in papers, called Waylite. It's a lightweight stock as opaque as many papers twice its weight, with extreme whiteness and great strength. Waylite is ideal for price lists, mailing pieces, product inserts and sales bulletins. It can cut your postage in half, and reduce the bulk and weight of your printed material. And you can print on both sides of it. Ask your Olin fine paper merchant about Waylite offset duplicating paper, or write to us. Once you've seen Waylite, you'll be happy to discard your old ideas about printing papers.

PACKAGING DIVISION Olin
ECUSTA PAPER OPERATIONS, PISGAH FOREST, NORTH CAROLINA

For More Information Circle No. 306

AUTOMATION

BATES C-H30 Electric Stapler

This fabulous machine staples at a touch of the paper! Jam-free and easy to reload, the Model C Head makes its own staples from a continuous roll of rust-proof brass wire—5,000 at one loading. Interchangeable H-30 Head for heavy duty jobs (up to 100 sheets at a time). Rugged construction assures long, trouble-free service.

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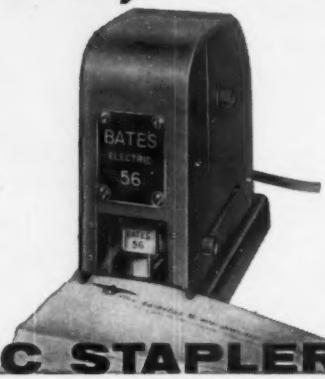
BATES "56" Electric Stapler

Completely automatic, staples at a touch of the paper. Uses a BATES "56" standard stapler, easily removable and replaceable, loading 210 standard staples. Adjustable depth gauge makes it easy to place staple the desired distance from edge of paper. Other features include compact design, push-button loading and "Safety-matic" construction.



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For More Information Circle No. 242

New Products

XEROGRAPHIC HALFTONE PLATE

Xerox Corp., Dept. X323, Rochester 3, N. Y., has developed a faster xerographic plate which makes possible quality reproduction of halftones, photographs, large solid areas and linework by xerography. Used with xerographic master-making equipment, this plate provides an inexpensive substitute for film negatives in the preparation of offset paper and metal masters. It allows greater flexibility to the operator because of increased exposure latitudes, reduces prospect of human error, improves ease of processing and quality of output. Procedures for using the fast plate are similar to conventional xerography except that exposure time can be cut as much as 75%. Continuous tone subjects (photos) require flashing the plate to an opaque positive or negative paper screen to create a halftone pattern before final exposure. Image development and fusing are the same as before. Plate provides crisp, clear quality in offset masters and runoff copies. It enhances, at no extra cost, present use of xerographic tone tray for coarse-screen reproduction of certain types of originals. Plate works with any type of direct image offset paper master prepared from any original. Copies all colors, even reds and blues, and may be used for preparation of vellum intermediates for diazo reproduction and transparencies for use in overhead projectors. **For More Information Circle No. 137.**

STENCIL DUPLICATOR

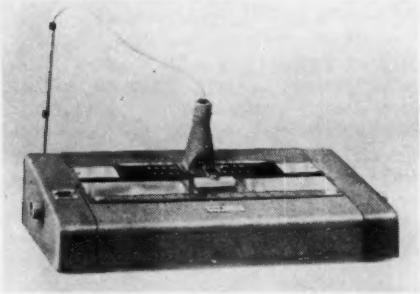
Gestetner Corp., 216-222 Lake Ave., Yonkers, N. Y., announces the Model 380 stencil duplicator with a duplicating area 16½" wide by 13½" in length. Operating features are dual cylinders, oscillating ink rollers and tubed paste-ink which give sharp, crisp copy with a high degree of operator cleanliness. Special features are an automatic copy counter, automatic

inking, self-adjusting floating feed to permit feeding of all paper stock from air mail to cardboard, automatic paper jogger, and a variable speed control. Can run large-size forms, such as inventory control sheets, accounting records, traffic scheduling forms, sales promotion folders, etc. **For More Information Circle No. 206.**

PHOTO TYPESETTER

Protype Graphics Div., Electrographic Corp., 305 East 45th St., New York 17, N. Y., announces the Protype which sets type rapidly and works under room light. Roll-up paper in machine enables operator to set continuous copy of any length without interruption. Self-contained paper magazine is in accessible location. Magnified linespacer locates any line at a glance. Linespacer set knob permits setting at any predetermined reading. Line

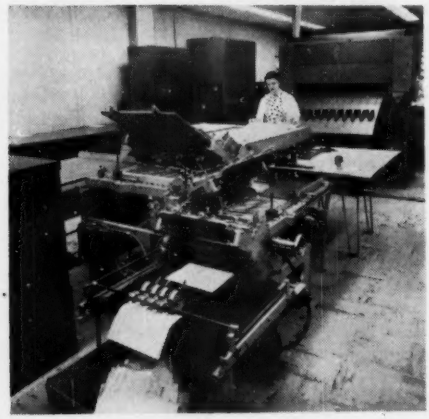
advancer knob permits precise vertical measurement and interlineal spacing. Magnified character index spacer controls letterspacing. Work surface allows paper



size up to 17". Feed rollers permit paper feeding as firmly and evenly as a typewriter. Flexible cable provides for easy manipulation of the exposure lamp. For literature, **Circle No. 165.**

BLUEPRINT FOLDER

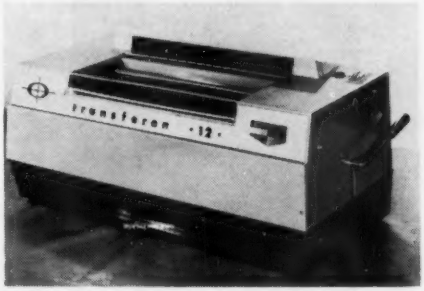
Baumfolder Div., Bell & Howell, 1540 Wood St., Philadelphia 2, Pa., announces the Printfolder Model 222, a three-station feed type machine permitting varying sizes



of blueprints to be fed from any of three stations and folded simultaneously. This eliminates the delays, imperfections and drudgery of hand folding large sheets. Said to pay for itself in a short time and to continue saving money. Can be used in engineering and production departments which file and distribute blueprints to other offices, service departments, subcontractors, etc. **For More Information Circle No. 144.**

COPYING MACHINE

Ozalid Div., General Aniline & Film Corp., 526 Corliss Lane, Johnson City, N. Y., announces a copying machine weighing 22 lbs. and capable of handling material up to 12" wide. The Transferon 12 Convenience Copier is a versatile, compact unit for small offices or quick portability from one spot to another in larger offices, with its retractable carrying handle. It produces copies in seconds from



opaque or transparent originals up to 12" wide by any length, printed one or both sides. There is no need to wait for warm-up once machine has been started with flick of single control lever. It reproduces clearly and sharply every detail of original regardless of color. Images on almost any type of medium are reproduced with equal clarity and sharpness. A built-in, light-tight paper safe makes it a complete unit. Plugs into any 110-volt AC 60 cycle outlet. Case is durable and smartly styled high-impact styrene in gray and white, 22½" wide, 12" deep and 9½" high. A quart of pre-mixed developer in a slip-in cartridge eliminates mixing and prevents oxidation. When machine is turned on, developer automatically flows into developing tray and returns to air-tight cartridge when machine is turned off. **For More Information Circle No. 153.**

MOVING STAIRWAY

Austostair Sales, 1541 W. Altgeld St., Chicago 14, Ill., announces the Autostair moving stairway with reversible two-way operation for fast, safe transportation of workers between floors. Reversible feature reduces costs by eliminating need for

separate up and down units. Unit runs only when used by a rider and is always openly accessible. Manufactured preassembled to permit fast, low-cost installation with minimum disruption of office operation. Up to 450 persons per hour can be accommodated. Costs approximately $5000 installed. **For More Information Circle No. 139.**

FLUID DUPLICATOR

Standard Duplicating Machines Corp., Everett 49, Mass., announces an improved Titan Fluid Duplicator for 14″ x 18″ forms. Automatic ream tray feeds sheets automatically. In one loading, feed tray accepts 500 sheets of 20 lb. paper or an equivalent thickness of other weights of duplicating paper or card stock. Standard Titan handles intermediate sizes, small forms, cards, coupons and mailing labels down to 3″ x 3″. In operation, its noise level is low. Compactness of machine is achieved by using a drum size with the greatest dimension around the circumference of the drum that holds the master. The 18″ length is the approximate circumference of drum and 14″ is the drum width. Micromatic registration adjustment lever with quick-lock action allows duplicating to full dimensions of a sheet. Micromatic adjustment also instantly changes machine registration up or down on copy sheet to compensate for any inaccuracies in printed forms. Autometric gallon pump fluid system, built into cabinet of machine, draws fluid directly from original gallon shipping container. Pre-

set counter may be set for exact number of copies desired from one to 999. When the preselected quantity are duplicated, machine shuts off automatically. Magnetic block-out slot makes it easy to insert a block-out pattern if a system calls for certain data to be omitted on some forms and not on others. The Titan can be used with McBee Keysort and IBM punched card systems to reproduce visual information. **For More Information Circle No. 162.**

AUTOMATIC PHOTOGRAPH PRINTER

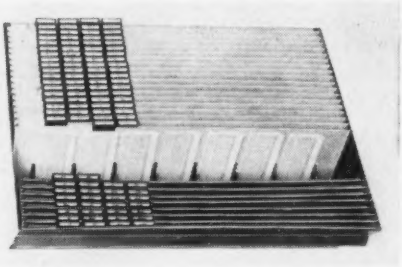
Fotorite, Inc., 6424 N. Western Ave., Chicago 45, Ill. announces the Fotorite Rapid Print Process which, within 5-15 seconds, produces high quality semidry contact and enlargement prints, up to 11″

x 14". Fotorite consists of a compact, table-top processor; developing and stabilizing chemicals; and sensitized papers. Negatives are exposed on Fotorite paper with a standard contact printer and enlarger, paper is slipped into Fotorite processor which automatically turns out a finished print on a wide variety of paper surfaces, weights and sizes. Paper is

manufactured exclusively for Fotorite, Inc., by Mimosa G.M.B.H., Kiel, West Germany, and available in several contrasts; three weights (document, single and double); glossy and semimatte surfaces; smooth and pebble grain finishes, in white, cream and ivory colored. Power-driven six-roller Fotorite print processor eliminates possibility of irregularity in chemical application, is said to guarantee exceptional stability up to ten years. **For More Information Circle No. 171.**

TAB CARD VISIBLE FILES

Vue-Fax System Controls Corp., Westbury, N. Y., makes the Vue-Fax DFC/VFC System, for use with all modern data processing equipment comprising cabinets to fit the special needs of many different office systems. Punched cards are stored vertically with immediate access to all when top of the cabinet is open. Storage capacity ranges from 10,000 cards in a single unit to an unlimited number in multi-file set-ups. Lucite bearings provide automatic spacing at top of file and eliminate friction. Aluminum spacing panel assures maximum filing ca-



pacity and prevents sag. Movable index tabs, angled for full visibility, permit easy expansion and contraction of file. Rayon velour base provides additional stability at base of cards. Card-out control is printed on face of index guides. **For More Information Circle No. 172.**

DICTATING MACHINE

Dictating Equipment Div., North American Philips Co., 230 Duffy Ave., Hicksville, N. Y., announces the Model 81R tape dictating and transcribing machine

with remote control microphone which uses only three controls to handle dictation, transcription, rapid review, start and

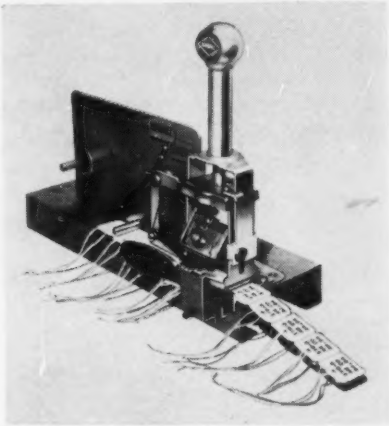
stop. Microphone also serves as a speaker for playback and dictation review. It is sensitive to all voice levels and automatically adjusts itself for maximum clarity. Model 81R features magazine loading. Operator merely drops tape magazine into position and proceeds to dictate or transcribe. A buzzer automatically signals when end of tape is reached. Microphone-telephone switching from dictation to telephone recording permits immediate recording of telephone conversations. Conveniently portable, it weighs 8 lbs., in two-tone gray and red to blend with modern decor. Accurate two-digit counter enables user to quickly and easily locate any portion of dictated material. Magnetic tape can be used over and over for greater economy. Automatic quick erase mechanism enables secretary, in a matter of minutes, to erase all the tape after transcription is complete and have it ready for reuse. Priced at $219.50 complete with power microphone, loaded magazine, log pad and dust cover. Transcribing accessories available separately. It operates on 117-volt AC, 60 cycles; draws 30 watts, dimensions are 10" x 7½" x 4". **For More Information Circle No. 156.**

COPYING PAPER, CHEMICALS

Haloid Photo Div., Xerox Corp., Haloid St., Rochester 3, N. Y., introduces Texta diffusion transfer papers and chemicals. Field tests are said to reveal that Texta papers offer greater brightness, excellent overall print quality and a wide exposure range. Comprised initially of negative and positive copy papers, transfer solution and cleaner, Texta diffusion transfer products will be sold through branch offices now serving Xerox customers. Papers have an outstanding whiteness and the concentrated transfer solution has a working life of extended duration. **For More Information Circle No. 149.**

TICKET IMPRINTER

A. Kimball Co., 8 Rewe St., Brooklyn 11, N. Y., announces the inexpensive Kimball Compact Marking Machine for imprinting string tickets, pin tickets, pressure sensitive labels, etc., with up to five lines of 6, 8 10 or 12-pt. type. The light-



weight, portable machine is used for both product identification and in data processing systems. **For More Information Circle No. 181.**

EXECUTIVE CHAIR

Shaw-Walker, Muskegon 6, Mich., announces an easy-to-adjust executive chair which provides tailored-to-fit seating for

both the short and tall. Greater comfort stems from the base and sliding seat which permit more practical adjustments. Seat

adjusts forward and backward to fit any thigh length. Height adjusts to provide occupant with exact fit from knees to floor. Seat is extra large and heavily cushioned to provide spacious comfort for the most portly worker. Posture-sloped, it encourages the correct, most restful upright position. Full-width, extra-high back is contoured to provide form-fitting support. New model is Stock No. 519. For Carlyle 500 Folder No. OG-44-A, **Circle No. 176.**

SPIRIT MASTER

Rose Ribbon & Carbon Mfg. Co., Harrison, N. J., announces development of a fluid duplicating master that eliminates handling smudges and dye transfer by framing the carbon within the unit. Elimination of exposed carbon edges not

only stops the staining of borders, but reduces the chance of soiled hands and clothing for secretarial personnel. Rose, a subsidiary of Bemis Bro. Bag Co., is manufacturing the master units under its Sta-Clean trademark in purple (294) and black (604), 8½″ by 11″. Other colors and sizes will be added soon. **For More Information Circle No. 178.**

STEEL SHELVING

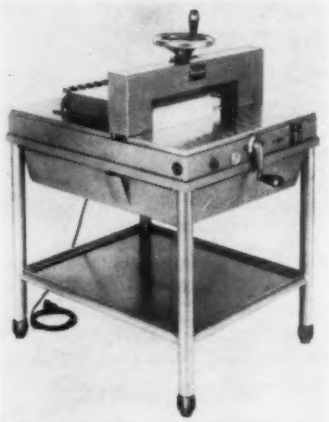
Aurora Steel Products Co., 153 3rd St., Aurora, Ill., makes Quik-Lok shelving of which practically anyone can assemble an entire section in less than five minutes without nuts, bolts or tools. There are only three basic parts: uprights, shelves and shelf supports (no sway braces are used). Shelf supports lock into slots punched on inner faces of uprights to

provide front and rear support for entire shelf. Optional parts provide variety of arrangements for open, closed and bin-type shelving. For details and literature, **Circle No. 168.**

PAPER CUTTER

Michael Lith Sales Corp., 145 West 45th St., New York 36, N. Y., has added an electric paper cutter to its Triumph line of office paper cutters. Cutting over a ream of paper (2¼″) in seconds, the Triumph Electric-15 has an easy-to-read, easy to handle backgauge to insure accurate cutting and trimming by male or female office personnel quickly and safely. While factory-type cutters may not be allowed in some office buildings, the Triumph Electric-15 is acceptable as office equipment and can handle paper-cutting work up to 15″ wide. This permits cutting to be performed quickly and economically by any available personnel within the organization. The Triumph Electric-15 will produce volume cutting not only for duplicating and reproduction departments, but for electronic posting systems requiring ledger-statement separation, for slicing computer print-outs and cutting automatic-billing output. Low enough in

price to be used as a second cutter without usurping the time of larger equipment where such exists. Has the basic features of a power cutter, refined so that it can be handled easily by non-professional personnel. It requires practically no adjustments. The table has a comfortable cutting height of 32½". When knife needs adjusting, a simple turn of a knob raises or lowers it, without tools. There is an additional calibration on front of machine for measurements as



small as 1/32" for perfect cutting every time and to allow trims of narrow widths to one inch. Housing encloses all electric control equipment and shields all moving parts. It has a three-way switch for cutting, reverse and off. Two independent electromagnet brakes are an additional safety feature. Saves electricity costs because motor charges only when actual cut is made. Has 15⅛" cutting width; 2¼" cutting thickness; 9¼" x 24⅜" table space (front of knife bar); ½ hp, 110-volt AC motor. **For More Information Circle No. 175.**

FLUORESCENT LAMPS

Interlectric Div., El-Tronics, Inc., Warren, Pa., announces a new square fluorescent lamp. Since the efficiency of a fluorescent lamp is higher if the length of the discharge path is longer, the tube in this lamp is bent back on itself several times. The current goes through a labyrinth path between two sheets of flat glass formed into a special shape. Two designs are available: one has a waffle shape on

the front; the other shows the labyrinthine path. Both are 9" square and fit directly into all existing 9" recessed incandescent fixtures, requiring only the addition of an instant starting ballast. Design life is 10,000 hours. **For More Information Circle No. 155.**

CHAIRS

Remington Rand Systems Div., Sperry Rand Corp., 122 East 42nd St., New York 17, N. Y., announces the 800 chair

line, which features five adjustments: seat height, tilting tension, backrest height, backrest depth, backrest tension. Execu-

tive chairs are masculine in proportion. The supervisor chair is constructed to endure hard use. Secretarial chairs have posture control and support. The line comes in nine colors. **For More Information Circle No. 148.**

PAPER HANDLING COMPOUND

Rite-Line Corp., 4209 39th St. N.W., Washington 16, D. C., offers Sure-Touch fingertip moistener which provides positive fingertip control for counting money,

sorting checks and handling paper. It is greaseless, odorless and stainless. Eliminates cumbersome rubber fingers and unsanitary sponges. In attractive green and white plastic box at 50c. **For More Information Circle No. 120.**

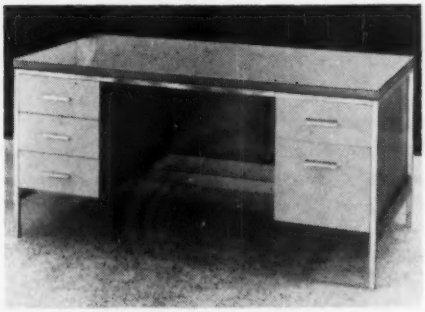
PHOTOCOPIER

Rovico, Inc., 320 Market St., Newark 2, N. J., announces the completely auto-

matic Rovico Fotomate, a full 15" model featuring Rovi-Pak disposable plastic cartridge that eliminates mixing and pouring solution. This cartridge takes 30 seconds to install and lasts up to 30 days. Fotomate claims advantages of a dry machine and will permanently copy anything the eye can see, photo-exact, with maximum contrast. Lightweight and portable, this 17-lb. machine is styled in pastel beige. Costs $170. **For More Information Circle No. 173.**

DESKS

Yawman & Erbe Mfg. Co., 1001 Jay St., Rochester 3, N. Y., announces that Tempic 9-Line desks are shipped completely assembled. Desk has an integrated frame assembly in which all parts are securely fastened to, and reinforce, each other. All parts rest on firm supports. Inverted U-channel stretcher, tied to horizontals, assures that pedestals maintain



proper spacing without sagging or buckling. O-frame welded channel construction behind front of pedestal adds diagonal strength and guards against out-of-line drawers; U-shaped channel inserts in tubular legs provide reinforcement so that desk can be shipped set-up; inserts also keep legs from bending no matter how many times desk is moved in the office. Other features include knee-space drawer; adjustable glides for easy leveling; reference shelf with plexiglass insert for phone numbers, charts, maps, etc. Chrome strip on front of desk serves as pull for knee-space drawer which tapers back 20" and has an inside height of 2½". Adjustable glides, which permit height of the desk to be varied up to 1",

have square skirts to cover leveling screw. Reference shelf slides on its own track within top drawer opening of pedestal. Ten top sizes are available for single and double pedestal desks and five top sizes for Mod U Ell and credenza units. Standard top is reinforced steel with laminated plastic top cover and steel binding. Also available will be self-edged laminated plastic tops and wood tops in walnut, cherry, teak, rosewood and butternut veneers. Auxiliary tables and credenza units in decorator colors also will be available in December. **For More Information Circle No. 167.**

TYPEWRITER RIBBONS

Frankel Mfg. Co., 285 Rio Grande Blvd., Denver 23, Colo., introduces Klean-Write Nytex synthetic typewriter ribbons which are said to combine the qualities of silk,

nylon and cotton cloths, write sharper and outlast conventional fabric ribbons. Nytex ribbons come in standard 12-yd. lengths, retail at $12 per doz. Manufactured in all colors, also in special offset and record inkings. **For More Information Circle No. 166.**

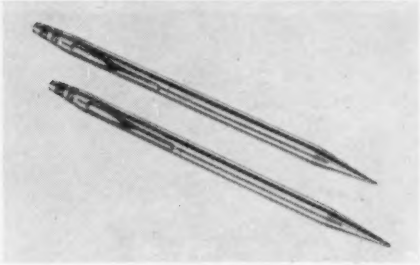
ELECTRIC PENCIL SHARPENER

Matsushita Electric Corp. of America, 41 East 42nd St., New York 17, N. Y., offers the Point-O-Matic electric pencil sharpener with a dial to set it for making any size point from fine to broad and a light indicator that tells when point is sharpened. The large visual shavings receptacle is easily removable. Suction cups hold machine steady and prevent it

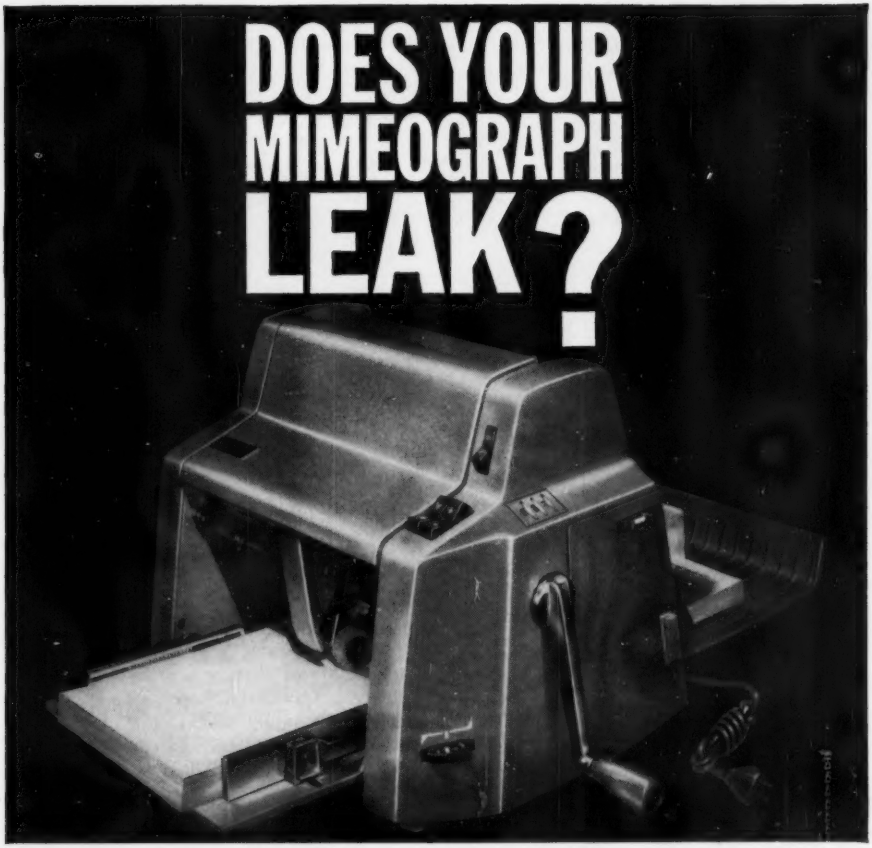
slipping. Shavings cannot clog the sealed-in motor and ball bearings require no oiling. Units is 3⅝" x 6½" x 5¼", weighs 3 lbs. 10 ozs., draws 50 watts on 115-volt AC., lists at $29.95. **For More Information Circle No. 180.**

GOLD PEN & PENCIL

A. T. Cross Co., Providence 5, R. I., offers the Executive pen and pencil set, in solid 14-kt. gold, which features perfect balance, slimness and a smoothness of



writing heightened by the Cross Star Ruby ballpoint refill. Handsomely gift packaged, it retails at $100 including tax. Individual pens or pencils are $50 each. **For More Information Circle No. 145.**



Does your secretary get messy whenever she uses the mimeograph? Does she have to clean it for each job even when you're rushed? Are copies fuzzy and indistinct? If your answer is yes, **see the new Bohn Rex-Rotary** twin cylinder, paste ink mimeograph. It's the first really clean mimeograph; never leaks, stays clean, always ready for instant use. Always produces clean, sharp, printing-press quality copies. AND it sells for far less than other first quality mimeographs. Mail this coupon **today.**

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☐ Please send further information, including portfolio of samples printed on the Bohn Rex-Rotary.

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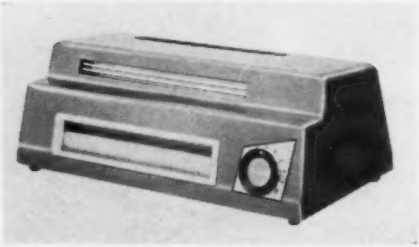
For More Information Circle No. 241

COPYING MACHINE

Photorapid Corp., 142 Oregon St., El Segundo, Calif., announces a 15" Electra-Matic photocopy machine. Its extra-wide throat easily accommodates 14-column accounting pages, large engineering documents or any large originals. Clean, clear, fast automatic operation makes bright, sharp, black-and-white photographic copies, from any color, in ordinary room light. Copies are often better and easier to read



than original. There is no delay for fluid changes: fluid is sealed in a disposable plastic cartridge that can be quickly replaced. Because it is sealed from air, fluid stays fresh longer for better results. Accounting firms use the 15" ElectraMatic for permanent copies of profit and loss statements, checks, tax records, letters of credit, audits and customer account records. It is useful in engineering offices for quick copies of blueprints, specifications, laboratory reports, research data, graphs, and government regulations and codes. **For More Information Circle No. 116.**

PORTABLE TYPEWRITER

Standard Voss Corp., 334 E. Weber Ave., Stockton 2, Calif., are national distributors of Voss Business-Riter typewriters, compact machines designed for office use but supplied with light, sturdy carrying cases. Made in Western Germany for the American market, machine has nine-key tabulator, full width standard keyboard and operating controls positioned as on domestic machines. A single knob sets tabulator stops and clears one or all as desired. Inserted material feeds automatically under paper bail rollers. Bevelled plastic guide and linefinder holds envelopes and cards against the platen so that carriage can move past their edges without catching. Labels as small as 1" x 1½" can be typed. Paper supports can be ex-

tended to hold up sheet at a reading angle until last line is typed. Paper supports indicate at a glance space remaining to bottom of 11" sheet. Machines are finished with three coats of baked enamel in two-tone decorator colors. Carriage takes No. 10 envelopes and 13" legal size paper. Metal parts guaranteed five years. Spare parts available here. Model M-13D is $167.50; model M10-D is $152.50 (plus excise tax). **For More Information Circle No. 150.**

OFFSET DELIVERY-STACKER

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., announces a high capacity chain delivery and receding stacker which eliminates problems of printing edge-to-edge offset copy. Designed for use on the company's offset equipment, it makes possible printing copy to edges and tail of sheet without tracking it with ejector rollers. Gripper is ¼", as is offset impression cylinder. Pile delivery can handle 5000 sheets of 20 lb. paper. The printed job is automatically stacked on a dolly, ready to be wheeled to the next operation. Chain delivery handles paper from 3" x 5" to 11" x 17". Receding stacker has standard jogging size of 4¾" x 4¾" to 11" x 17". Adding an accessory allows jogging sizes from 3" x 5" to 11" x

It's the latest, greatest achievement in movable partitions! Comes in 5 woodgrain finishes and 4 pastel colors of stain-resistant, easy-to-care-for plastic-finished Marlite that you mix 'n match to your heart's content.

And Workwall is economical! Its one, exclusive patented system accommodates any elevation from 42-inches to 12-feet.

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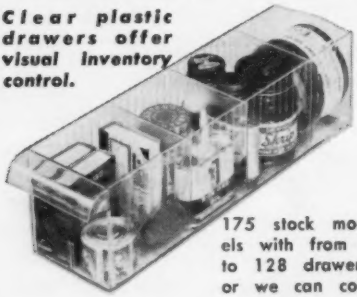
Clear plastic drawers offer visual inventory control.



175 stock models with from 6 to 128 drawers, or we can construct to your specific needs.

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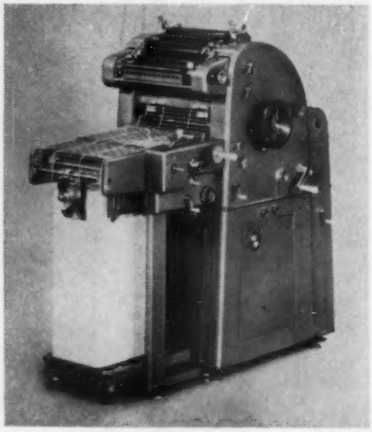
For More Information Circle No. 452

17". All jogging guides (front, back and left and right sides) are adjustable. Copy is delivered face up. Since receding stacker handles 5000 printed sheets, it requires the operator's attention only every 30-45



minutes. Quality of printed job is maintained because sheets are allowed to dry thoroughly on dolly. It may be attached to any current A. B. Dick offset machine. Floorspace required by A. B. Dick Model 350 or 360 offset duplicator with chain delivery and receding stacker installed is 11.7 sq. ft. **For More Information Circle No. 130.**

PORTABLE BINDING MACHINE

Postalia (Canada) Ltd., 1822 Danforth Ave., Toronto, Ont., Canada, announces the Tab portable, automatic office binding machine which uses a plastic, flexible, permanent bond and Tab-Plastex, infrared activated adhesive, in various colors for coding. Machine is 18" x 18" x 22" and operates on 110-volts. It will bind, in minutes, any combination of paper materials and sizes, from onionskin to cardstock, into folders and books. Bound material opens flat to make photocopying simple. Working time to make 20 folders of 20 sheets each is only five minutes, cost only 10c. Automatic vibrator locates material in binding position. Time control gives infrared binding action, with

Easiest calculator tape in the world to read

New Victor Automatic Printing Calculator

Victor's exclusive true symbols are familiar since childhood, instantly understood. No "code" to learn. You see each step of a problem as you would write it. Checking is faster, easier, accurate.

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For More Information Circle No. 240

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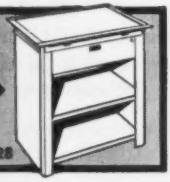
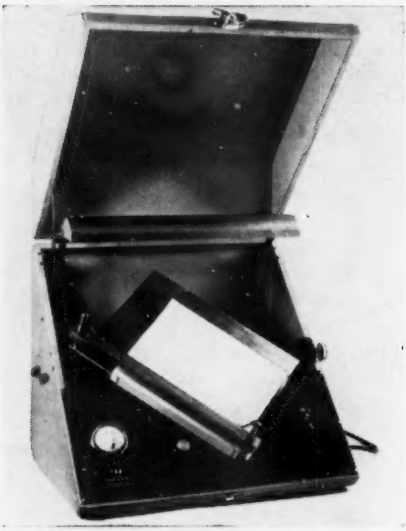


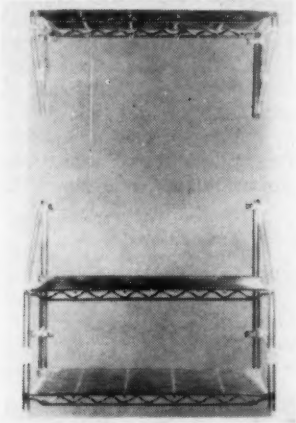
For More Information Circle No. 375



no chance of overheating or spoilage. Said to save over 50% of storage space by binding records, punched cards, files, etc. **For More Information Circle No. 133.**

WALL SHELVES

Metropolitan Wire Goods Corp., N. Washington St. & George Ave., Wilkes-Barre, Pa., makes Erecta-Shelf shelving



for wall mounting to add storage potential and save floorspace. The steel rod shelving's open construction doesn't col-

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For More Information Circle No. 331

lect dust. Made of heavy plate or stainless steel, it retains a neat, clean appearance. Though lightweight, shelves are individually load tested to support 1000 lbs. of distributed weight. Erecta-Shelf wall installations may be any length. On multiple shelf units, shelves are spaced every 5". Erecta-Shelf tube and hook coat hangers can be used with wall mounted Erecta-Shelf to create an attractive costumer. Erecta-Shelf is approved by the National Sanitation Foundation. **For More Information Circle No. 177.**

DESKS

Imperial Desk Co., Evansville, Ind., introduces its Domus line of office furniture which includes single units and a full range of modular groupings detailed to meet all individual requirements for

working comfort and efficiency. Genuine walnut, finished in 71 Mellotone or 75 oil walnut. Also available with self-edged plastic tops with extruded aluminum accents in choice of satin aluminum, mirror aluminum or brushed gold finish. **For More Information Circle No. 114.**

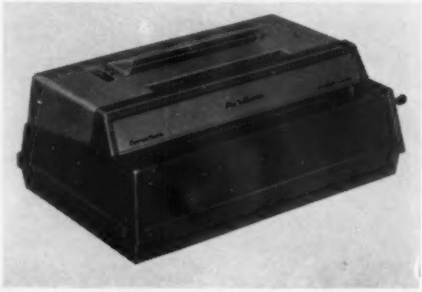
RING BINDER

Acco Products, Ogdensburg, N. Y., introduces an Acco-ring pressboard ring binder with 1" capacity rings which hold approximately 350 sheets. Similar to the Acco ½" capacity ring binder introduced early this year. Both models are now available in choice of 12 colors. Made of 20-pt. genuine pressboard, Acco-rings are light in weight but extremely firm, flexible and durable. Embossed panel stretches from front across spine onto

back, providing three labeling places for better identification of contents. Ring mechanism is high quality steel with boosters on both ends for easy opening. **For More Information Circle No. 125.**

PHOTOCOPIER

Formfoto Mfg. Co., 146 Home Ave., Villa Park, Ill., announces its improved Photo-Master X-200 with a pre-mixed developer cartridge activated by feed-lever



at right side of unit. Machine produces sharp, clean, black-and-white copies of anything printed, drawn, typed or duplicated. Handles all lengths of original

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Nekoosa Communication Papers are made to keep up with today's high-speed office equipment. Every sheet lies flat . . . with never a curl or wrinkle to cause time-consuming delays. That's why you'll improve *your* communications when you always call for Nekoosa Communication Papers . . . made by Nekoosa-Edwards Paper Co., Port Edwards, Wisconsin.

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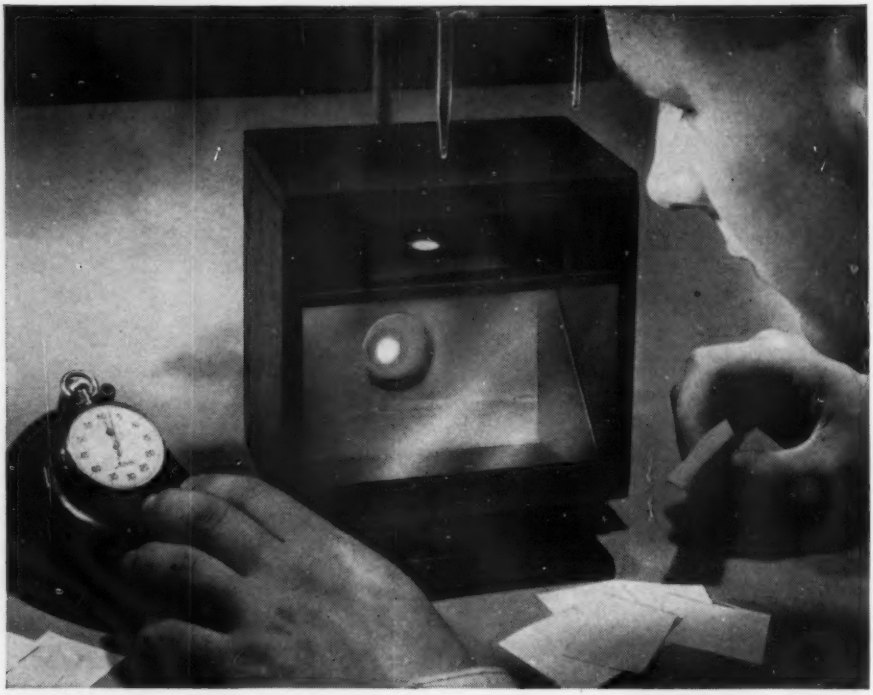
Nekoosa Master-Lucent • Nekoosa Index • and companion ARDOR Papers

For More Information Circle No. 262



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As the demands of business machine automation grow more exacting, supplies — such as master units — must meet the increasingly higher performance standards of complex electronic equipment.

Columbia—a leader in the developmemt of carbon papers, ribbons, duplicating plates and supplies—has long supported an intensive program of scientific study to assure you the finest products. Based on this premise, Columbia Research and Development will continue to set the standards of the business writing supply industry. For information about how Columbia products may help you, write: Columbia Ribbon & Carbon Mfg. Co., Inc., 116 Herb Hill Road, Glen Cove, N. Y. or Columbia Ribbon & Carbon Pacific, Inc., Duarte, Calif.

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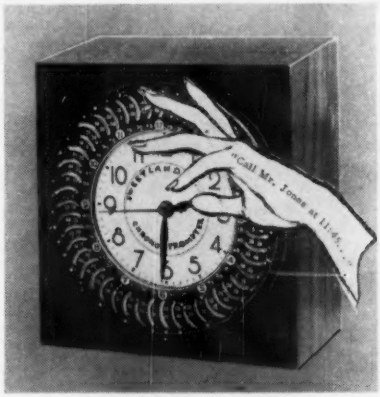
For More Information Circle No. 252

copy materials up to 9″ wide on any type of paper. Requires desk space only 19″ x 12″, stands 7½″ high. Can be easily carried. A touch on lever starts pressure-filling of developer tray which automatically drains back into cartridge to retain freshness. This is said to provide up to four times the normal developer life, and eliminates filling, spilling and mixing chemicals. Streamlined design is enhanced by modern two-tone finish in beige and metallic green. For catalog sheets and price lists, **Circle No. 127.**

PROMPTER CLOCK

Ben Sweetland Systems, Inc., 1140 East 19th Ave., San Mateo, Calif., announces the Chrono-Prompter clock with 48 pegs around its face which can be set to buzz at the desired times, no matter how involved a schedule. For example, if you have an appointment at 9:30, a meeting at 11:05, a luncheon date at 12:15, a laboratory experiment at 2:30, doors to lock at 5:15 and an alarm system to set at 6:00, etc., the Chrono-Prompter reminds you



of each at the correct time. Can be placed at the telephone switchboard or anywhere else in the office. Costs $59.95. **For More Information Circle No. 146.**

BE SECRETARY TO AN ASTRONAUT AND TAKE DICTATION ON THE RIDE.

This could happen if you've broken the WPM* barrier. And you can break it by practicing with a STENO-DISC. Each record contains perfectly controlled-speed dictation.

Start at the speed you average now, and when you are ready, go to the next speed. When the "moon rocket" is ready, you'll be ready too.

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12″ 33⅓ RPM ALBUMS — $3.98 EACH
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☐ 70, 80, 90, 100 wpm ☐ 90, 100, 110, 120 wpm

7″ 45 RPM RECORDS — $1.00 EACH

Gen'l Bus.	Medical	Bus./Legal
☐ 60 wpm	☐ 90 wpm	☐ 80 wpm
☐ 80 wpm	☐ 100 wpm	☐ 90 wpm
☐ 90 wpm		☐ 100 wpm
☐ 100 wpm	Legal	☐ 120 wpm
☐ 110 wpm	☐ 120 wpm	
☐ 120 wpm	☐ 130 wpm	

☐ I enclose cash, check or money order for $.....
☐ Send C.O.D. (Calif. residents add 4% sales tax)

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

* *Words per minute.*

For More Information Circle No. 450

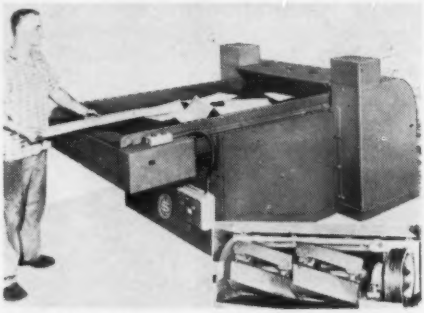
CHAIRS

Howell Co., 434 South 1st St., St. Charles, Ill., announces a sculptured form in the A820 armchair. The one-piece curved plywood base on seat and back has a top that is tapered and rounded smooth. Rollover front on seat adds to form fitting look. Upholstery in bright colors of Naugahyde supported vinyl has polyfoam padding for comfort. Tailored

look is achieved with self-welt around edge of seat and back. Bronzite or satin chrome finished frame of ⅞″ square tubular steel is welded into one piece for strength. Back legs extend as wall saver. Angular plastic feet enable easy sliding. Solid walnut armrests are placed to give the light look of contemporary design. Companion side chair A819 without arms also is available. For a folder on Howell furniture, **Circle No. 141.**

PAPER SHREDDERS

Industrial Shredder & Cutter Co., 103 Mill St., Salem, Ohio, announces paper shredders designed for size reduction of large flat shapes such as sheets and bags of paper as well as corrugated, leather, rubber, plastics, foils and similar materials. Recommended for shredding corrugated broke, paper trim and waste preparatory to re-processing; automatic reduction of empty bags, trim and die-cut waste to permit efficient baling; shredding obsolete records, production waste and similar material for disposal by incinerator. Two standard sizes: Model 40 has a feed opening of 39″; Model 60 is 57″ wide. They can produce shreds ¼″ to



1″ wide and are suitable for continuous or intermittent operation at from 2 to 4 tons per hour depending on width of shred and type of material. Both machines have integral feed conveyor, and can be equipped for automatic removal of shredded material by air conveyor for a complete waste handling system. Cutting head is a complete unit for rigidity in operation, accessibility for sharpening knives and less vibration. Actual cutting is accomplished by shearing the material on a bevel which, it is claimed, requires minimum power. **For More Information Circle No. 154.**

PEN & PENCIL SET

Eberhard Faber Pen & Pencil Co., Crestwood, Wilkes-Barre, Pa., has combined in one package the Noblot pen and Mongol pencil. It also is introducing its Noblot ballpen desk set in a merchandise combination that teams it with the Mongol pencil featuring Diamond Star lead. Tandem unit 482-P combines the Noblot desk set with a half gross of Mongol pencils, containing lead that is unbreakable under normal writing conditions, in a package that retails for $5.95. The Noblot desk set has a jet black base with twin open turrets mounting two slim, tapered Noblot

For More Information Circle No. 205→

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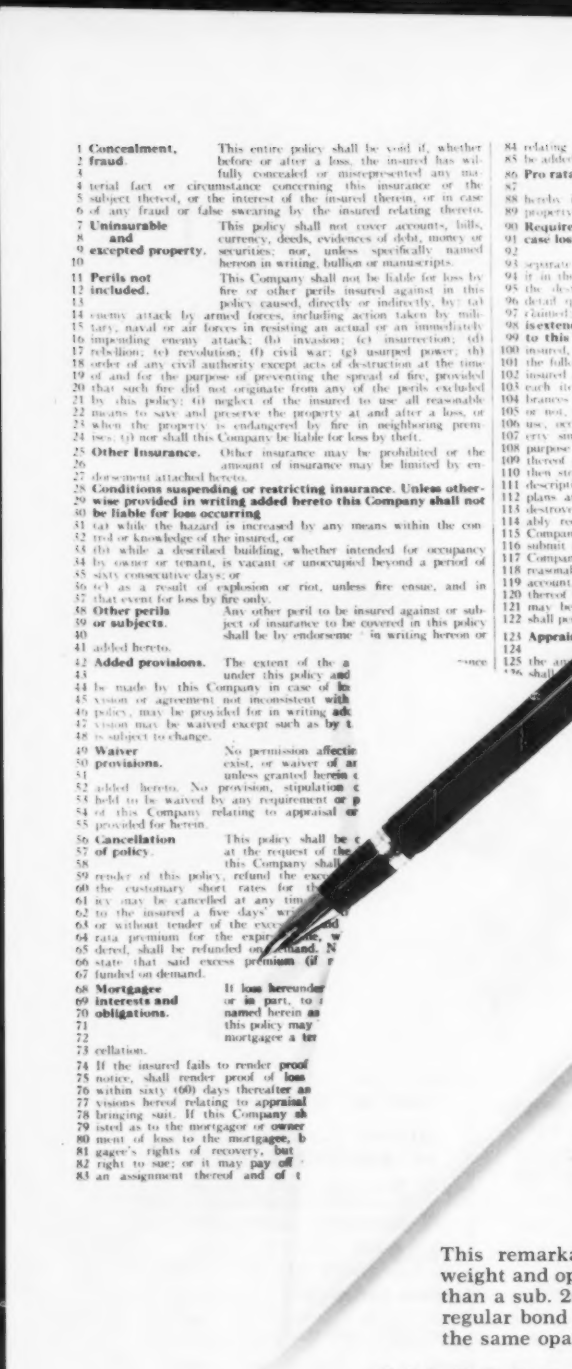

Concealment, fraud. This entire policy shall be void if, whether before or after a loss, the insured has wilfully concealed or misrepresented any material fact or circumstance concerning this insurance or the subject thereof, or the interest of the insured therein, or in case of any fraud or false swearing by the insured relating thereto.

Uninsurable and excepted property. This policy shall not cover accounts, bills, currency, deeds, evidences of debt, money or securities; nor, unless specifically named hereon in writing, bullion or manuscripts.

Perils not included. This Company shall not be liable for loss by fire or other perils insured against in this policy caused, directly or indirectly, by: (a) enemy attack by armed forces, including action taken by military, naval or air forces in resisting an actual or an immediately impending enemy attack; (b) invasion; (c) insurrection; (d) rebellion; (e) revolution; (f) civil war; (g) usurped power; (h) order of any civil authority except acts of destruction at the time of and for the purpose of preventing the spread of fire, provided that such fire did not originate from any of the perils excluded by this policy; (i) neglect of the insured to use all reasonable means to save and preserve the property at and after a loss, or when the property is endangered by fire in neighboring premises; (j) nor shall this Company be liable for loss by theft.

Other Insurance. Other insurance may be prohibited or the amount of insurance may be limited by endorsement attached hereto.

Conditions suspending or restricting insurance. Unless otherwise provided in writing added hereto this Company shall not be liable for loss occurring

(a) while the hazard is increased by any means within the control or knowledge of the insured, or

(b) while a described building, whether intended for occupancy by owner or tenant, is vacant or unoccupied beyond a period of sixty consecutive days; or

(c) as a result of explosion or riot, unless fire ensue, and in that event for loss by fire only.

Other perils or subjects. Any other peril to be insured against or subject of insurance to be covered in this policy shall be by endorsement in writing hereon or added hereto.

Added provisions. The extent of the a[illegible] under this policy and [illegible] be made by this Company in case of [illegible] vision or agreement not inconsistent with [illegible] policy, may be provided for in writing ad[illegible] vision may be waived except such as by t[illegible] is subject to change.

Waiver provisions. No permission affectin[illegible] exist, or waiver of ar[illegible] unless granted herein [illegible] added hereto. No provision, stipulation [illegible] held to be waived by any requirement or p[illegible] of this Company relating to appraisal or [illegible] provided for herein.

Cancellation of policy. This policy shall be [illegible] at the request of the [illegible] this Company shall [illegible] render of this policy, refund the exc[illegible] the customary short rates for th[illegible] icy may be cancelled at any time [illegible] to the insured a five days' wr[illegible] or without tender of the exc[illegible] and [illegible] rata premium for the expi[illegible] ate, w[illegible] dered, shall be refunded on demand. N[illegible] state that said excess premium (if [illegible] funded on demand.

Mortgagee interests and obligations. If loss hereunder [illegible] or in part, to [illegible] named herein as [illegible] this policy may [illegible] mortgagee a ter[illegible] cellation.

If the insured fails to render proof [illegible] notice, shall render proof of loss [illegible] within sixty (60) days thereafter as [illegible] visions hereof relating to appraisal [illegible] bringing suit. If this Company sh[illegible] isted as to the mortgagor or owner [illegible] ment of loss to the mortgagee, b[illegible] gagee's rights of recovery, but [illegible] right to sue; or it may pay off [illegible] an assignment thereof and of t[illegible] relating to the interests and obligations of such mortgagee may be added hereto by agreement in writing.

Pro rata liability. This Company shall not be liable for a greater proportion of any loss than the amount hereby insured shall bear to the whole insurance covering the property against the peril involved, whether collectible or not.

Requirements in case loss occurs. The insured shall give immediate written notice to this Company of any loss, protect the property from further damage, forthwith separate the damaged and undamaged personal property, put it in the best possible order, furnish a complete inventory of the destroyed, damaged and undamaged property, showing in detail quantities, costs, actual cash value and amount of loss claimed; **and within sixty days after the loss, unless such time is extended in writing by this Company, the insured shall render to this Company a proof of loss,** signed and sworn to by the insured, stating the knowledge and belief of the insured as to the following: the time and origin of the loss, the interest of the insured and of all others in the property, the actual cash value of each item thereof and the amount of loss thereto, all encumbrances thereon, all other contracts of insurance, whether valid or not, covering any of said property, any changes in the title, use, occupation, location, possession or exposures of said property since the issuing of this policy, by whom and for what purpose any building herein described and the several parts thereof were occupied at the time of loss and whether or not it then stood on leased ground, and shall furnish a copy of all the descriptions and schedules in all policies and, if required, verified plans and specifications of any building, fixtures or machinery destroyed or damaged. The insured, as often as may be reasonably required, shall exhibit to any person designated by this Company all that remains of any property herein described, and submit to examinations under oath by any person named by this Company, and subscribe the same; and, as often as may be reasonably required, shall produce for examination all books of account, bills, invoices and other vouchers, or certified copies thereof if originals be lost, at such reasonable time and place as may be designated [illegible] this Company or its representative, and shall permit ex[illegible] copies thereof to be made.

Appraisal. [illegible] case the insured and this Company shall [illegible] fail to agree as to the actual cash value or [illegible] then, on the written demand of either, [illegible] competent and disinterested appraiser [illegible] appraiser selected within two

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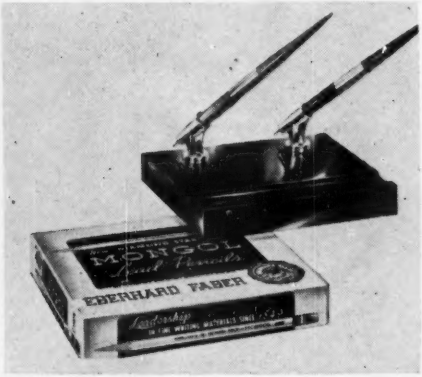
OPAQUE BOND

This remarkable paper has beauty, strength, light weight and opacity. At sub. 16 it offers greater opacity than a sub. 20 *opaque* bond and more than a sub. 24 regular bond paper. Other weights can be made with the same opaque treatment.

GILBERT PAPER COMPANY
MENASHA, WISCONSIN

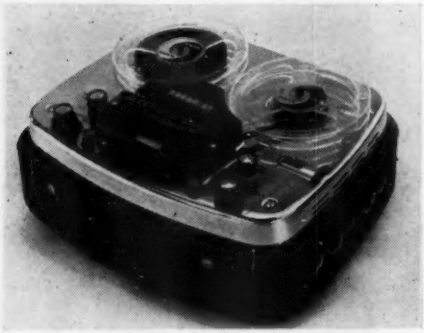
ballpens tipped and banded with never-tarnish chrome. Both pens are ivory smooth and everlasting when refilled with Eberhard Faber cartridges. The black Noblot contains blue ink, the red pen,



red ink. Mongol pencils with Diamond Star lead are said to be virtually unbreakable, need less sharpening, provide more working time, and write smoother, blacker and longer. Noblot Pen Desk Set No. 7012 by itself retails at $1.98. **For More Information Circle No. 164.**

DICTATING MACHINE

Martel Electronics, 7400 Melrose Ave., Los Angeles, Calif., introduces the Uher three-speed Universal-S automatic dictat-



ing machine which records, plays back, stops and flashes back to correct mistakes with the flick of a button on the microphone. Transcriptionist can use foot pedal or keyboard control. Automatic volume control allows conference or telephone recording. Accommodates a 5″ reel. At slowest speed can record up to eight hours on a single tape (3¾″ per second is fastest speed). Machine has three-digit index counter, automatic stop with metallized leaders, jam-proof keyboard, automatic rewind and remote control of tape motion. Operates at 110, 125, 160, 220 volts, 60 cycle AC, 50 watts. Weighs 17 lbs. Costs $299.95 plus excise tax. Accessories available at extra cost. **For More Information Circle No. 163.**

POSTURE CHAIR

Toledo Metal Furniture Co., 1450 Hastings St., Toledo 7, Ohio, offers an adjustable posture chair with Naugahyde and foam upholstery. Model 6611-U has

basic height of 17″, adjustable up to 21½″. Adjustment is quick, easy and positive, and requires no tools. Chair is designed to distribute user's weight over hips and thighs without restricting circulation under the knees. Posture backrest is mounted on an oil tempered spring and fully adjustable to provide desired support just above the waist. Ball bearing swivel casters with wide tread allow easy movement. A choice of five colors on metal is available with Naugahyde upholstery in harmonizing green. **For More Information Circle No. 123.**

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For More Information Circle No. 451

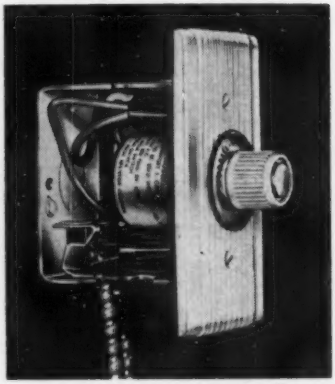
PAPER HANDLING COMPOUND

Perfecopy Co., La Grange, Ill., offers Perfe-Pick paper picker for picking and sorting paper without leaving a picking mark. Perfe-Pick is a greaseless, stain-

less, transparent film that is easily applied to the fingertips. One quick application lasts for some time and is easily rinsed off. Retails for 50c. **For More Information Circle No. 121.**

LIGHT DIMMER

Harvey Hubbell, Inc., State St., Bridgeport 2, Conn., makes the Hubbell-trol electric light dimmer which operates both in-



candescent and rapid-start fluorescent lights on the same circuit by a control switch fitting any standard 2" switchbox. Its transformer can be remotely surface

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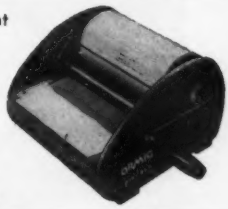

With this rugged, compact machine you'll make copies of anything typed, handwritten or drawn up to 9" x 13" in size, (in 5 colors if you choose) on any type of paper from tissue to card stock.

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For More Information Circle No. 204

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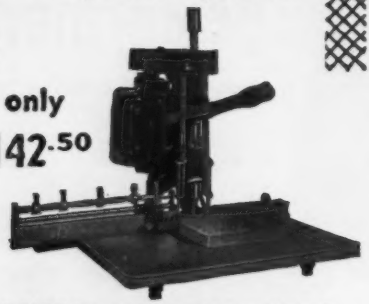

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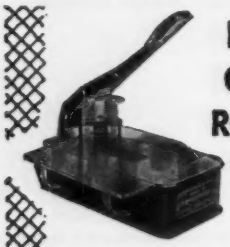

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For More Information Circle No. 454

mounted. The ivory or brown Bakelite 4½" x 2¾" switchplate and gold-trimmed control knob blend with the decor of any room. Dimmer handles up to 600 watts and smoothly and continuously tones the light from full brightness to total darkness. Due to the remote surface mounting of its cast aluminum transformer box, no heat is generated inside walls. Protection against overloads or short circuits is provided by a circuit breaker supplied with the unit which resets itself when the abnormal condition is corrected. Designed for 120-volt AC circuits and UL listed for incandescent. Fluorescent fixtures having one GE 89-G 718 dimmer ballast for each 40-watt rapid-start lamp require no auxiliary equipment. Up to 16 40-watt rapid-start lamps may be used on a circuit that is entirely fluorescent. **For More Information Circle No. 179.**

OFFSET PLATEMAKER

Copycat Corp., 200 Park Ave. S., New York 3, N. Y., announces an offset platemaker that combines in a table-top unit equipment for producing aluminum plates in three minutes at a cost of 39c including negative. The Copycat unit

handles linework, as well as type, hand lettering and halftones. Platemakers, in two different sizes, can produce plates for virtually all offset machines currently in use. Unit includes an exposure section with automatic vacuum pump to maintain pressure contact for sharp

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O-10

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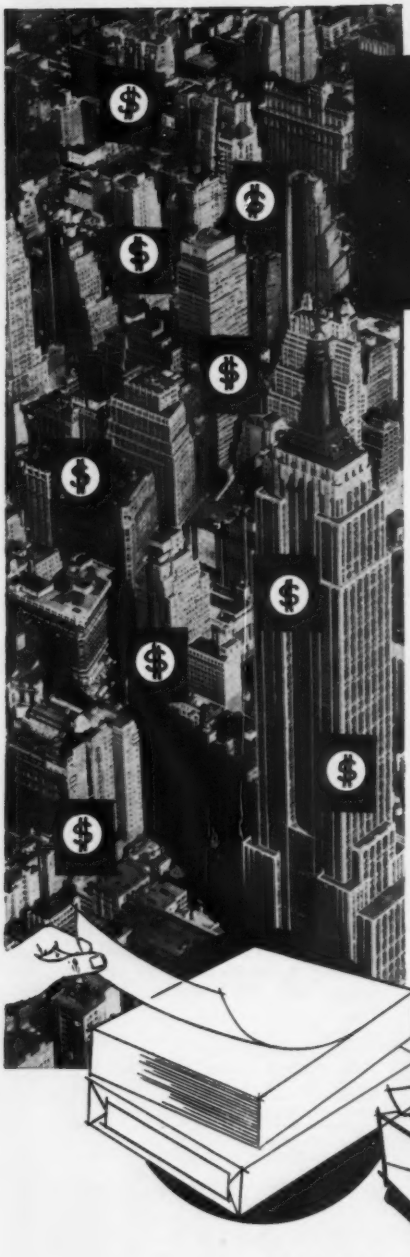

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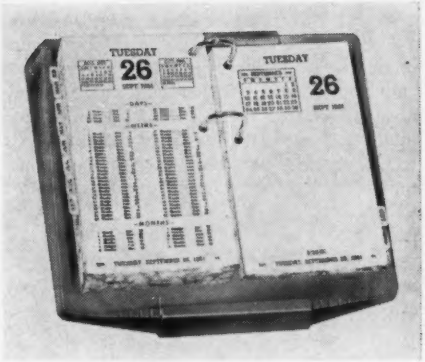
For More Information Circle No. 264

images. Electrically driven precision roller assembly processes negative and aluminum plate. No special installation requirements. Operates in ordinary room light using normal 110-volt AC. **For More Information Circle No. 129.**

SCHEDULING DESK CALENDAR

Keith Clark, Inc., 1451 Broadway, New York 36, N. Y., states that Schedule-A-Date desk calendars for 1962 have future dates on each left-hand page for days, weeks and months for a full year in advance, plus the standard right-hand page with space for memos. This solves scheduling problems and eliminates planning errors. Future dates can be determined at a quick glance. For example, if today were Sept. 26 and you wanted to know the date six weeks from today, a glance



at the left-hand page reads: 6 Weeks . . . Nov. 7. It likewise shows the exact future date for other future time periods. Accountants can date accounts receivable and determine ten days ahead the cash

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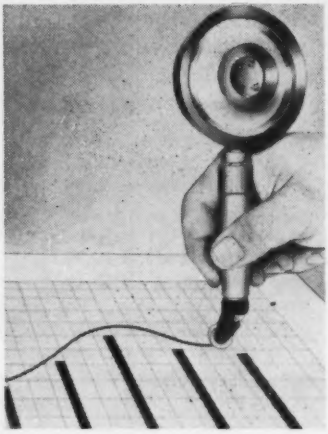
For More Information Circle No. 455

discount payment of bills; purchasing agents can plan lead times and check suppliers' delivery promises; other executives can plan future dates and arrange schedules for specific appointments; doctors' and dentists' aides can accurately set exact date for a return appointment in a certain number of weeks. **For More Information Circle No. 195.**

ADJUSTABLE TAPE PEN

W. H. Brady Co., Dept. 169, 789 W. Glendale Ave., Milwaukee 9, Wis., offers a drafting instrument for fast, accurate application of self-sticking tapes to charts, printed circuit masters and other graphic illustrations. Brady Quik Line Tape Pen can apply straight, curved or irregular lines from 1/32" to 3/16" wide; can draw with tape on any surface you can draw with ink. Lines are uniform in width and density; accurate for placement to 0.010". Balanced for fatigue-free use and smooth operation, it saves drafting time because it requires no filling until the entire roll of tape is used. Corrections and changes are made fast with no erasing, scraping or



smudged ink lines. After loading a roll of tape into the hi-impact styrene magazine, pull it through the inner shaft and

How to Keep Track of Every Key

TELKEE simplicity tags and numbers keys, in order. Visible index identifies keys by lock location, number, description.

TELKEE convenience shows all keys at a glance. Locates loaned or assigned keys instantly. Saves time, saves money. TELKEE security provides complete continuous record of all keys issued. Key identities known only to authorized personnel.

Available in 10 models. 33 capacities from 21 to 2240. Compact cabinet of fine furniture steel, tens of thousands in use in offices, industrial plants, hotels, stores, schools, hospitals, and public buildings, large and small, in USA, Canada, and overseas.

TELKEE KEY CONTROL

$73.90 Complete
(75 capacity)

FREE *16 page booklet. No obligation. Write for your copy today.*

TEL KEE

P. O. MOORE, INC. GLEN RIDDLE 55, PA.

For More Information Circle No. 456

CHEAP!

Any way you figure it, the Norelco '75' dictating machine is cheap! Cheap to buy — just $189.50 (plus tax), including your choice of dictating or transcribing accessories — the lowest price of any of the top selling, nationally-known dictating/transcribing systems! Cheap to operate — virtually no maintenance costs, and dollar-saving economy of permanent, reuseable magnetic tape! Cheap to run an office with . . . more work gets done by fewer people . . . better . . . faster . . . and your savings pile up as you acquire more machines! The Norelco '75' is cheap in fact, in everything but quality, construction, appearance, performance, and reputation. Write for a free simple demonstration in your own office today!

All the features you need...only the features you need: only six simple controls for all dictating and transcribing functions • true fidelity sound • easy portability • instantly reuseable permanent magnetic tape • automatic end-of-tape buzzer • instantaneous telephone-record switch • modern decorator styling . . . and of course, the famous, exclusive NORELCO fumble and fool-proof instantaneous magazine loading.

For More Information Circle No. 346

Norelco®

NORTH AMERICAN PHILIPS COMPANY, INC. • Dictating Equipment Division • **230 Duffy Avenue, Hicksville, L.I., N.Y.**

LECTROJOG®
PAPER JOGGER

Will Repay Its Cost
—MANY TIMES!

Use the Model 665 Lectrojog with DUPLICATORS to:

- Remove lint from paper before running. Stallproof motor allows jogging 500 sheets of 20-lb. paper in six seconds.
- Provide better paper feeding.
- Improve printing register.
- Separate gummed stock, punched and perforated forms.

$99 f.o.b. factory

SPECIAL 30-DAY TRIAL OFFER: Try a Lectrojog in your office for 30 days. If it doesn't perform to your entire satisfaction, return it without further obligation. You have nothing to lose — but a great deal to gain in time and money saved. Order one today!

THE PURNYEA MFG. CO.
4482 Lindell Ave., St. Louis 8, Mo.

For More Information Circle No. 464

replace the satin-finished aluminum outer shaft. Dial the correct tape width on the magazine hub and it is ready to use. Wheel assembly at lower extremity simultaneously feeds, applies and burnishes tape. For descriptive literature, specifications and prices, **Circle No. 151.**

OFFSET WORK-STORAGE TABLE

NuArc Co., 4110 W. Grand Ave., Chicago 51, Ill., announces an all-purpose table which has stain-, burn- and mar-

resistant mother of pearl Formica top, steel base and locking drawers. Can be used for brushes, tape, pen, knife, etc., when stripping or opaquing. Jet Companion is 36″ high; has three heavy-duty drawers. Individual locks are provided for each man on each shift for his own tools. Top 28½″ x 34″; drawers 25″ long, 28″ wide, 7″ deep. Model WT-28 is $149. For Bulletin N376-O, **Circle No. 134.**

PENCIL SHARPENER

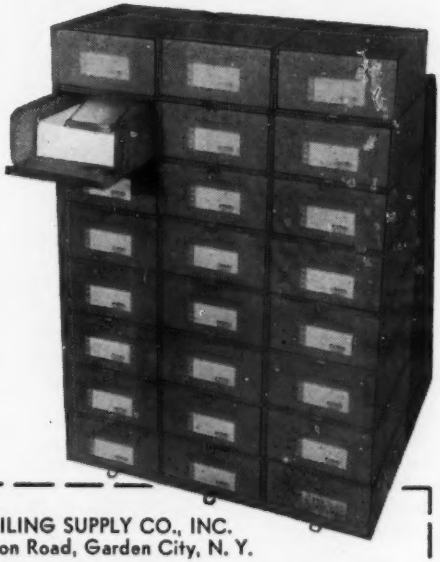
Swingline, Inc., 3200 Skillman Ave., Long Island City 1, N. Y., announces a quality, low cost pencil sharpener. For quick, sanitary emptying, entire housing is removed from its chromeplated steel bracket, and shavings may be dropped directly into disposal containers by sliding open the bottom of unit. Sharpener may

New from OXFORD . . .

3-IN-1 BINDAFILES!

A BINDER—An Oxford Bindafile drawer has built-in flexible posts for quick threading of punched forms. For ready reference you just pull out the drawer and take the binder to your desk. There's no cover to get in your way or take up desk space and flexible posts permit easy access to all papers without removing them.

AVAILABLE IN VARIOUS SIZES FOR ALL PUNCHED OFFICE FORMS



A FILE—The drawer fits into a shell, giving complete dust protection to papers. Drawer front has a large label for instant identification . . . just pull it out by the ring handle and you have the file of the papers you want. No more piling old-style binders on dusty shelving, no more shifting binders to get at the one you need.

A CABINET—Oxford Bindafiles stack and lock together into batteries, eliminating expensive shelving. And you can maintain strict sequence of filing, because the drawer you remove goes right back where it came from!

Oxford Filing Supply Co., Inc.
Garden City, N.Y.
In Toronto, Luckett Distributors, Ltd.

Oxford
FIRST NAME IN FILING

OXFORD FILING SUPPLY CO., INC.
15-10 Clinton Road, Garden City, N. Y.

Please send all information on Bindafiles plus FREE Oxford Catalog.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE ____ STATE ____
Name of your Oxford Dealer _____

For More Information Circle No. 237

a
dramatic
new series
from
HOOSIER DESK!

MODULAR
WOOD OFFICE
FURNITURE

Portfolio
BY HOOSIER

This new series, with its broad selection of desks and component pieces, permits an almost unlimited number of modular office furniture arrangements. Your dealer can show you what is offered. See him soon!

Write for catalog and dealer's name.

"BUILT TRUE CLEAR THRU"

HOOSIER DESK COMPANY
Jasper, Indiana

For More Information Circle No. 332

be quickly affixed to its bracket in any of four positions. Housing locks firmly into any desired position, and cannot be accidentally loosened during sharpening.

Sharper twin cutters guarantee many thousands of sharpenings per unit. Because cutters are always contained within the housing, they are completely safe. Available in five colors: red, beige, yellow, turquoise and gray. Suggested retail price, $1.95. **For More Information Circle No. 160.**

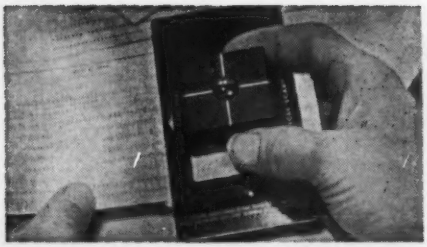
PAPER HANDLING COMPOUND

Milne Mfg. Co., 1235 Wazee St., Denver 4, Colo., announces a fingertip moistener, Flip-Fast, which is applied to thumb and forefinger and rubbed in until dry. This

allows one to handle and sort papers faster. Greaseless, odorless and long-lasting, it makes handling of papers, filing, etc., easier. **For More Information Circle No. 119.**

Pioneers in office shredding . . . since 1942

THE **SHREDMASTER** CORPORATION 384 Woodcleft Ave., Freeport, N. Y.



AMAZING
Taskmaster 10xPower
Microfilm Reader

Versatility: Reads 16 mm & 35 mm roll film, aperture cards, & sheet film.

Optical fidelity: Maximum field of view with minimum peripheral distortion.

Compactness: Folds flat into its own shirt-pocket size wallet.

Scanning: 100% vertical & horizontal scanning. Fixed position pin-point reading.

Taylor Merchant

$2.50

Dealer inquiries invited.

dept. 40
the taylor-merchant corporation
48 west 48th street, new york 36, n.y.
PLaza 7-7700

For More Information Circle No. 334

For More Information Circle No. 335

BALLPEN

Gardner Stamp Co., 166 S. Washington St., Wilkes-Barre, Pa., offers the Super-Riter thin desk ballpoint audit pen. Wood-encased, light, slim and comfortable, like a pencil, it uses Formulabs pretested ink which flows smoothly and evenly in four colors: jet black, red, blue, green. Gives fine, even line for writing and figure work, shorthand and hospital chart work. Pen contains ballpen ink eraser for clean erasures. Inks are long lasting. Pens have been thoroughly tested and found satisfactory after a minimum of two years' normal shelf storage. Inks were unaffected for extended periods in temperatures from 140°F to —40°F. Sold with return guarantee, 39c each; $3.25 dozen, prepaid. **For More Information Circle No. 112.**

ADDRESSPLATE EMBOSSER

Automark Business Machines Co., 430 Industrial Dr., Maryland Heights, St. Louis, Mo., announces the Model EMB embossing machine for addressplates and

credit cards. It operates electrically from a keyboard at speeds of over 100 characters per minute, embosses all plates now in use, and features an automatic line-

Choose 11 x 15 or 18 x 26-inch Copycats, both with automatic vacuum pump for sharpness of pressure contact. Automatic vacuum release means no cracked ground glass on light box.

Copycat is designed for speed and economy. Rollers easily removed for cleaning. One-minute developer change. Gevaert plates stack for storage . . . and repeat uses.

NOW... complete plate production in one compact unit!

Copycat

OFFSET PLATE-MAKER

3 Simple Steps • 3 Minutes Time • 39¢ per plate, including negative

Right in your own shop, in ordinary room light, you can produce high-quality Gevaert aluminum offset plates on this new Copycat unit. Just expose . . . develop . . . fix. Whatever the job, simple mass copies or precision color, plate production with Copycat is just three steps, three minutes . . . and 39¢ including negative.

Copycat handles line work, screened half-tones, screened tint blocks and color. You need no dark room, no plumbing . . . no camera, no arc lights. You avoid delays, save messenger fees, save $3 or more over plates bought outside.

This Copycat is a new refinement of a precision line. No other plate-maker has all its features, all its range and capacity. Look at the features . . . Look at the costs . . . then test it yourself. Check it with your material, your duplicator.

Send Coupon . . . or Phone OR 4-5582 in New York

Copycat Corp.

Photocopy Machines — Offset Plate-Makers

GEVAERT Paper & Plates

Copycat Corporation 0-101
200 Park Avenue South, New York 3, N.Y.

☐ Please send details of Copycat plate-maker, and demonstration data.

☐ Please arrange a demonstration for me.

Name_____

Firm_____

Address_____

City_____ State_____

For More Information Circle No. 333

POST COLLATE COUNT

you can do it *FASTER*

with SORTKWIK®

THE INVISIBLE — FINGERTIP / MAGIC

NO MORE RUBBER FINGERS . . .

NO MORE MESSY SPONGES

Just apply SORTKWIK to fingertips for greaseless, stainless, tacky film. Pick up papers easily, quickly. Hygroscopic action attracts moisture to fingers, makes one application long lasting. Contains no drying alcohol. Washes off easily. Widely used throughout the country wherever paper handling is a problem.

ONLY 50¢ EACH

AT YOUR STATIONERS

SPECIAL OFFER: Write on your letterhead for full size container to test on the job.

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LEE PRODUCTS COMPANY

DEPT. O-10, 2736 Lyndale Avenue South • Minneapolis 8, Minn.

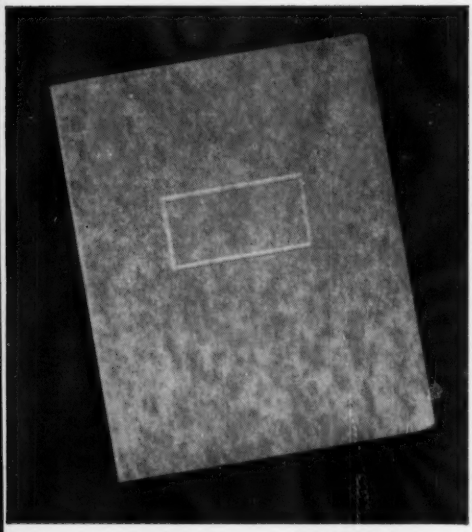
For More Information Circle No. 336

space, automatic carriage return, backspace, rapid carriage traverse, quiet operation and modern design. Character sizes range from 3/32″ to 3/16″ high, one standard size being included with machine. A standard machine is easily converted to punched card or punched tape control, yet may still be manually operated from keyboard. Almost any standard punched card or tape control unit may be used. With such control, standard machines include automatic plate loading, feeding and unloading. Optional are hand-operated chute plate feeders, specially designed characters and character sizes, plate roller attachments, hand and automatic feed tipping machines for plastic plates. **For More Information Circle No. 197.**

STACKING CHAIR

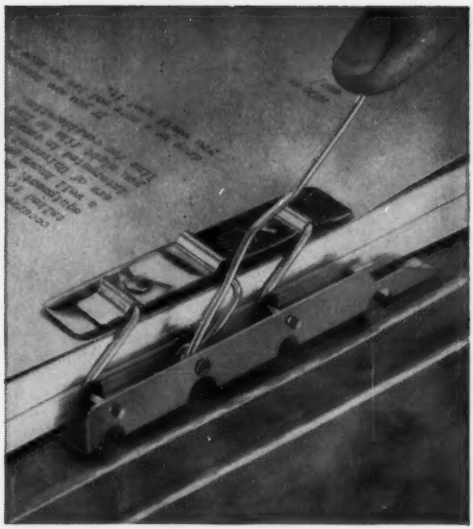
Clarin Mfg. Co., 4640 W. Harrison St., Chicago 44, Ill., makes the Sculptura folding chair with a sculptured separate seat and back for posture and comfort, and

ribbing in the midsection for smart appearance, extra strength and ventilation. Seating portion is made of fiberglass for strength without weight and permanent lasting colors. Chairs are easy to move about and practically indestructible. Chromeplated legs have a dual purpose crossbar, pegged to permit stacking and flanged to gang chairs in permanent rows. Available in the shell form (illustrated)



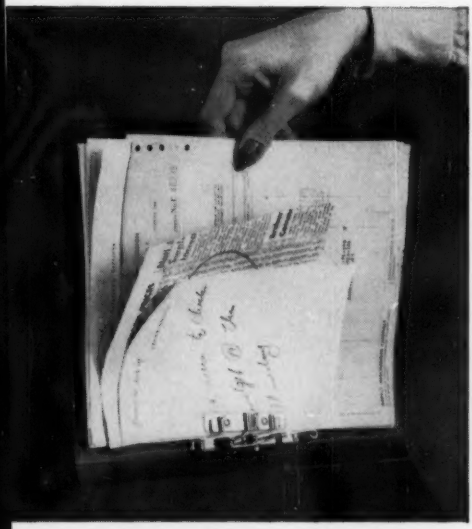
Remarkable new Accogrip

This is an *instant* binder. It secures your papers yet you don't have to punch holes.



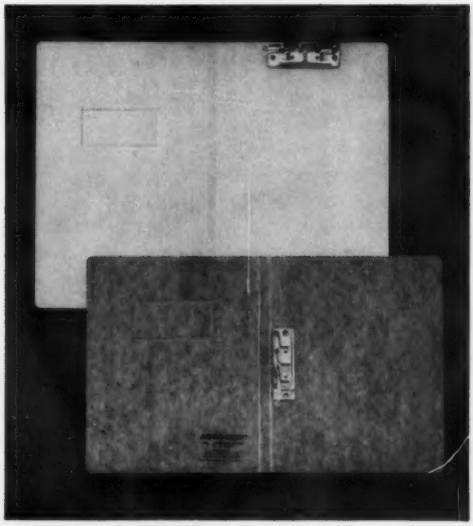
Grips papers instantly

Opens and closes at a touch of the finger. Keeps papers instantly on tap. Grips without marring.



Secures as it organizes

Accogrip is a *spillproof* desk organizer. Lets you quickly put away any papers you work with. Yet keeps them readily accessible at your desk or work table. Holds one sheet or hundreds (up to ¾" capacity). Ideal for letters, bills, memos, photos, reports, records, catalogs, blueprints, job sheets, legal or accounting papers—any size sheet.



Which style for you?

Letter, legal or special sizes. Clamp positioned side or top. Genuine pressboard in a range of colors. At your stationer's *now*.

ACCOGRIP®
ACCO PUNCHLESS BINDER

ACCO PRODUCTS A Division of Natser Corporation, Ogdensburg, N.Y. • In Canada: Acco Canadian Co., Ltd., Toronto

For More Information Circle No. 307

or upholstered in a choice of eight kinds of vinyl as well as nylon. Chairs come in six basic colors. **For More Information Circle No. 118.**

MAGAZINE RACK & CABINET

Display Rack Div., Mim-E-O Stencil Files Co., 1051 N. Paulina St., Chicago 22, Ill., offers a rolling display library for neat housekeeping in offices, libraries, hospitals, and anywhere magazines are read and replaced. There are 30 pockets to hold from 30 to over 100 magazines in less than half the space of a table. Every title is easy to see and select. Spacious pockets encourage orderly replacement, help keep magazines fresh and clean. Wider middle section holds large size magazines. A storage cabinet to hold extra copies of magazines, literature or other supplies has door equipped with lock and key, and ball bearing casters. Shipped separately, the two units are easily "locked" together. Overall height of the combination is 60″. Display section is 45″, cabinet section 15″. Overall

width is 31″, depth 15″. Available in gray, fawn and frost green. **For More Information Circle No. 157.**

New BEVCO Tubular Steel Garment Costumers

Sturdily made of 1″ 18-gauge Tubular Steel Mirror-Bright Chrome.

Floor Pedestal

Stumble proof legs.

3 Hook as shown **$7.95**

4 Hook $9.95

Immediate Delivery

Shipped KD flat 1 to carton via Parcel Post

Row of Hooks

Made in lengths from 18″-60″
24″ as shown $3.45 each.

COAT & HAT RACK

Mirror-like Chrome 1″ tubular steel

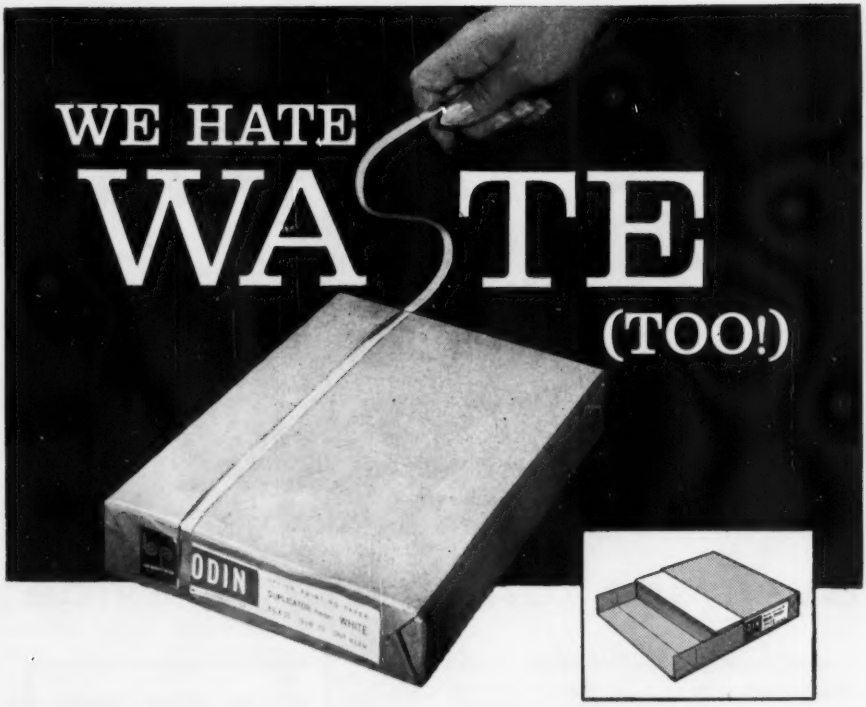
36″ Double Shelf $16.45

Available in Single, Double and Triple Shelves. Also Floor Models—2, 3, 4, 5, 6′ lengths.

Wall Bracket $3.45 each

BEVCO Precision Mfg. Co. 831 Chicago Ave., Evanston, Ill.

For More Information Circle No. 420



New Bergstrom "PEN-PAC" keeps Odin Office Paper neat, clean, easy to identify

*PEN-PAC POUCH pat. pend.

Bergstrom helps any office trim printing paper cost and loss.

The strip you zip from a PAC of ODIN® mimeo, duplicator or bond finish paper *is all you throw away.* The exclusive PEN-PAC* becomes a pouch, permits easy removal of a dozen or a hundred sheets. Close it. Put it back on the shelf and the paper stays neat, clean, protected. Use the PAC to neatly wrap your finished job.

About ODIN . . . a new, fine white (and also readable colors) in finishes designed for mimeo, duplicator and small offset. ODIN also feeds fast, prints well and maintains production schedules.

BERGSTROM PAPER COMPANY

NEENAH, WISCONSIN

Paper for Printing, Publishing, Converting, Banking and Office Communications

Please send me a demonstration PAC of ODIN mimeo ☐ duplicator ☐ bond finish ☐ I am also interested in ☐ Thor Offset Papers ☐ Ibsen Book Papers ☐ Bergstrom Safety Papers. 1610

NAME_____

TITLE_____ CO._____

ADDRESS_____

CITY_____ STATE_____

For More Information Circle No. 239

For the man who values time

ALLIED/EGRY

Business forms AND service

Modern Tabulating Systems belong in your office for two basic reasons . . . to provide vital operating information in the least possible time, and to reduce accounting costs. The equipment used, the systems employed and the design and quality of forms used combine to establish efficiency of your people.

Do You Have The Right Combination?

An Allied/Egry man, experienced in equipment, systems and forms, can give you the answer. He's a specialist in the development of new time-saving methods, systems and procedures, or in the analysis and improvement of existing systems. He'll save you time and money, too, on the purchase of any business form. Allied/Egry quality forms are produced in 8 plants, strategically located and completely staffed to give you fast, efficient service. Want proof? . . . Call Allied/Egry today.

CHECK YOUR FORMS REQUIREMENTS WITH ALLIED/EGRY

- ☐ Marginal Punched Forms for tabulator or typewriter
- ☐ Allsets—one-time carbon unit sets
- ☐ Register Forms
- ☐ Billing Machine Forms
- ☐ Fanfold Forms
- ☐ Foldover Statements
- ☐ Key-Rec Receiving Systems—industrial

SALES OFFICES IN PRINCIPAL CITIES

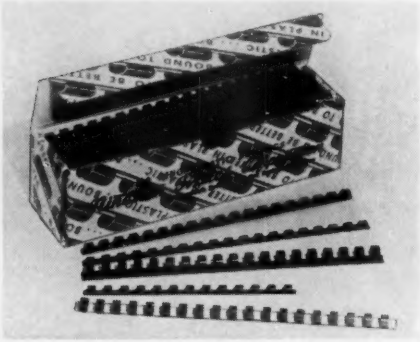
ALLIED/EGRY BUSINESS SYSTEMS

Boston • Dayton • Hartford • Houston
Kansas City • Los Angeles • Philadelphia
In Canada: Egry Continuous Forms Ltd.—Toronto • Montreal

For More Information Circle No. 268

PLASTIC BINDING

Nineteen Sixties Corp., Lakeshore Dr., Hot Springs, Ark., offers multiple ring bindings of 1/4", 5/16", 3/8", 7/16" and 1/2" diameters in conventional wide-back style; and 3/16", 1/4", 3/8" and 7/16" diameters in slim-back style. A bound



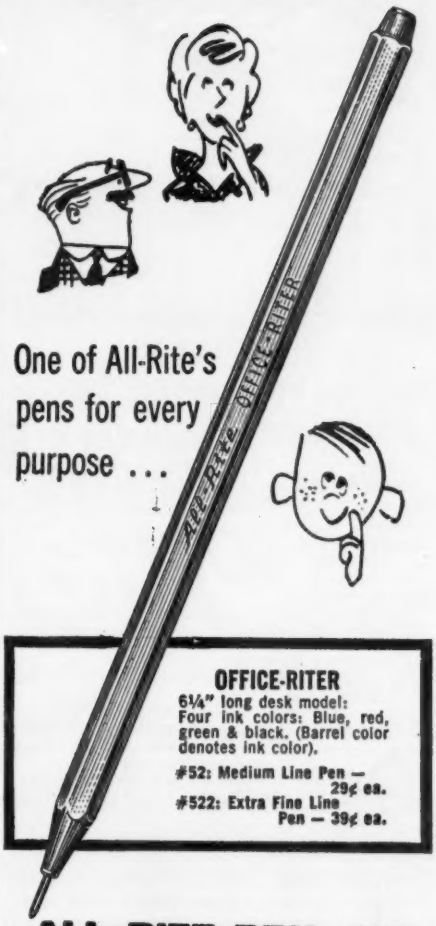
book can be opened a full 360°. Other sizes up to 1 1/4" diameter are being added. Bindings, with rings on 9/16" centers, feature offset ring tip design to make assembly of bound material easier. Six colors: white, black, red, blue, green and brown. Special colors may be ordered in quantity. Plastic used has a high gloss and is not subject to shrinkage. Bindings are interchangeable with those of two other manufacturers. Lengths from three ring (1 5/8") to 90 rings (50") are carried in stock. **For More Information Circle No. 126.**

REPRODUCTION PAPER

Fototype, Inc., 1414 Roscoe St., Chicago 13, Ill., announces Copy-Prep typing paper, treated for offset reproduction. A coating of fine white pigment is applied to a bond typewriting paper to produce a brilliant white surface of non-glare matte texture. The surface is compatible with carbon ribbon typing, producing copy with the sharpness of professional type proofs. Matte finish cannot throw a reflection into the camera. Sheet takes ruling pen work without feathering. Because it is pigment-coated, it is completely free from specks or dirt and primed to

They all write with

All-Rite



One of All-Rite's pens for every purpose ...

OFFICE-RITER
6¼" long desk model: Four ink colors: Blue, red, green & black. (Barrel color denotes ink color).
#52: Medium Line Pen — 29¢ ea.
#522: Extra Fine Line Pen — 39¢ ea.

ALL-RITE PEN, INC.
HACKENSACK, NEW JERSEY
For More Information Circle No. 338

NOW! You Can Double the Productive Output of Your EDP Equipment with PEE CEE Pressure Sensitive Labels

YOU CAN KEEP your tabulating equipment operating more hours per day, efficiently . . . economically . . . with PEE CEE machine accounting pressure sensitive labels..

YOU CAN TRANSFER existing input data to PEE CEE fan fold or roll pin feed labels for such important operations as inventory control, account distribution, file storage, bin markers, recorded reel identification, account ledger, file folder, addressing and many other uses.

NEW pastel colored pressure sensitive labels for index filing.

NEW super strength pressure sensitive labels for extreme high-speed tab machine conditions.

Pee Cee

FREE! PEE CEE'S NEW BROCHURE... Shows actual application of various machine accounting uses of PEE CEE pressure sensitive labels...FILL OUT COUPON—MAIL TODAY.

tape & label co. A SUBSIDIARY OF EUREKA SPECIALTY PRINTING CO.
521 North La Brea Ave. • Los Angeles 36, California

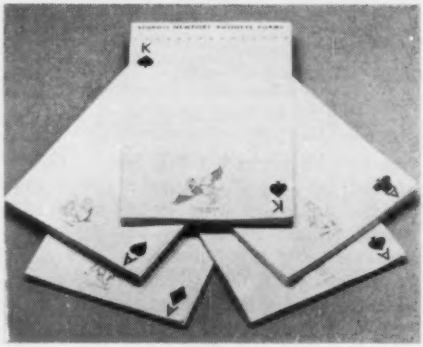
Name _____ Title _____
Company _____
Address _____
City & Zone _____

For More Information Circle No. 416

receive white opaque correction fluid. Back of each sheet is coated with a moisture-resistant resin so that each strip or block of copy stays flat, won't curl or buckle as it is mounted in position; and the back coating prevents rubber cement or solvent from bleeding through. Costs about 4c a sheet. **For More Information Circle No. 136.**

ADVERTISING MEMO PADS

Sturgis-Newport Business Forms, Newport News, Va., offers SN memo pads as a low-cost, giveaway advertising reminder which keeps the advertiser's name, serv-



ices and products constantly before prospects and customers. Memo pad presents four variations of advertising message or four different products, on four consecutive pages, repeated throughout each pad. The customer's attention is focused on one

RIBBONS
for the
1403 Chain Printer
PRICES ON REQUEST
H. M. STORMS COMPANY
561 GRAND AVENUE, BROOKLYN 38, N. Y.

For More Information Circle No. 434

Design for a Travel Bureau Executive

Your company is judged by the office you keep...

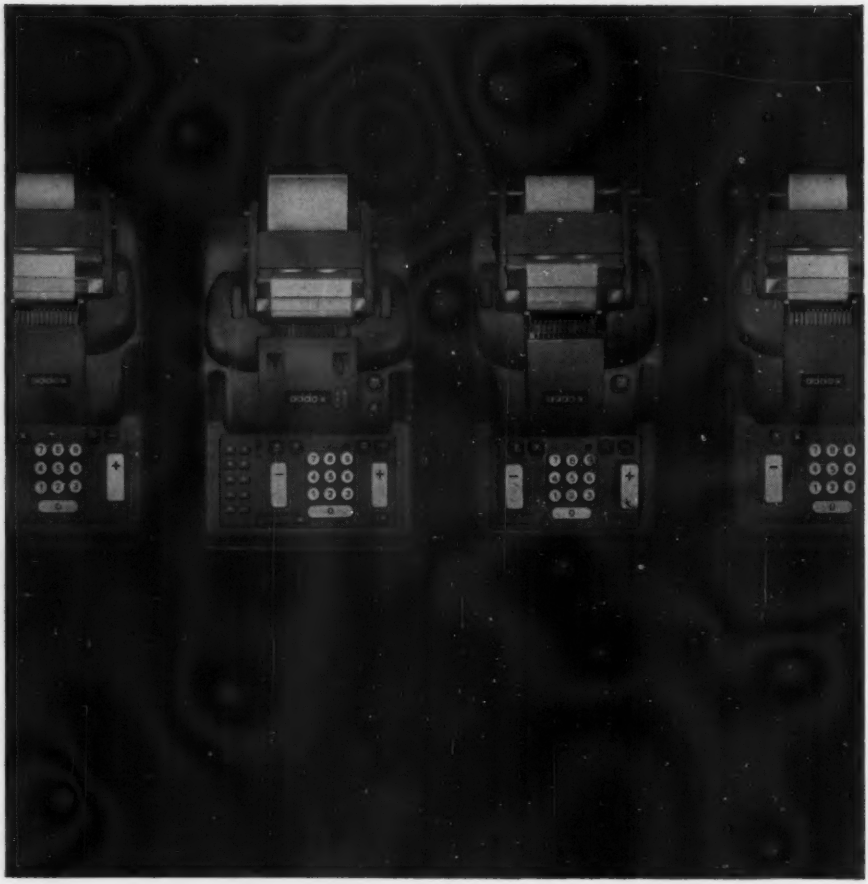
The first impression is a most important impression! Cole Steel office furniture will create the office you want—the impression you want to give. By its rich look, by its integrity of design, Cole instantly tells of quiet good taste. Cole equipment creates an atmosphere of comfort and luxury that will impress your visitors and make your office an inspiring place to work. See for yourself why Cole Steel is so far ahead in the office equipment field. Free: send for our latest full color catalog... today! Cole Steel Equipment Co., Inc., Dept. 27, 415 Madison Ave., New York 17, N. Y.

COLE STEEL

NEW YORK CITY • CHICAGO • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO • HOUSTON • ATLANTA • TORONTO, CANADA

For More Information Circle No. 408

demonstrated: *versatility, reliability and performance. That's what "addo-x" offers in adding machines, automatic multipliers, printing calculators, shuttle carriage, bookkeeping and special purpose machines. We'll demonstrate to you too, that "addo-x" has the machine to suit both your budget and your requirements—no obligation to you, of course. See your dealer or write: "addo-x inc", 300 Park Ave, NY 22, NY—Pl 5-5420*



addo·x [—pronounced: add-oh-ex—]

For More Information Circle No. 283

subject at a time, but he is reminded of each of four subjects 12 times as he uses up each pad. Produced in a variety of pocket and desk sizes, printed in choice of standard or special color inks, and gum padded 50 sheets to a pad with chipboard back. **For More Information Circle No. 159.**

VENDING-COIN PROCESSOR

Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago 40, Ill., announces the Audit-in-Route machine for installation in vending machine service trucks where it automatically sorts and counts coins collected at each stop, and prints dollar and cents total on a form. Unit can sort and count $50 in coin in four minutes. This enables driver to note quickly any discrepancy between money collected and amount of refilling a vending machine requires. He can spot a mechanical failure of vending unit and go back at once to correct the problem. Audit-in-Route holds $1500 in coin or day's collection of $50 or less at each of 30 stops. Management knows total coin receipts at close of day instead of the

following morning. Forms with total of each collection can be used as the basis for commissions, eliminating need to post

It's New, It's Better, It's Narco

ACCOUNTING EQUIPMENT

A—NARCO Accounting Boards - Movable Rail
B—NARCO Posting Trays
C—NARCO Portable Posting Stands
D—NARCO Accounting Boards - Fixed Rail
E—NARCO-MATIC Posting Units
F—NARCO Summary Boards

Engineered for Efficiency

NARCO'S years of experience in the design and manufacture of first line office equipment assures you of units engineered for efficiency and ease of operation, manufactured for long, trouble-free life. For details, ask for literature on specific equipment.

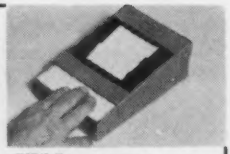
NARDON MANUFACTURING COMPANY, INC.
2125 W. MISSION ROAD
ALHAMBRA, CALIFORNIA

Narco

DISTRIBUTORS:
Some territories still open

For More Information Circle No. 339

Speed-O-Moist
LABEL MOISTENER



for use with address labels, IBM, stamps, or seals. Easy to use with improved separation.

Price $5.95 FOB
ACTIVE MAILING MACHINE CO.
537 S. Dearborn Street, Chicago 5, Illinois

For More Information Circle No. 366

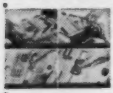
Heyer CONQUEROR

PAPER FOLDER

AUTOMATICALLY FEEDS, FOLDS, COUNTS AND STACKS 110 SHEETS A MINUTE

No fussing or fanning—just load paper on the automatic feed table, touch the lever and quickly fold printed or duplicated material, letters, statements—anything from 3 x 5 to 9 x 17 in.—even multiples of 6-8 sheets stapled together. Stops when last sheet is fed. Two quick-set fold controls adjacent to permanent illustrated instructions at top of machine let you change folds in seconds. Electric Model $299.50; Hand-operated Model $199.50 plus tax. Higher quality since 1903—HEYER INC., 1821 S. Kostner Ave., Chicago 23, Ill.

***FREE!** Four 8 x 10 glossy photos—*
Our Demonstration by Mail!



HEYER INC., Dept. 10-61
1821 S. Kostner Ave., Chicago 23, Ill.

Please send me, without obligation, the glossy photos showing how the Conqueror Paper Folder works.

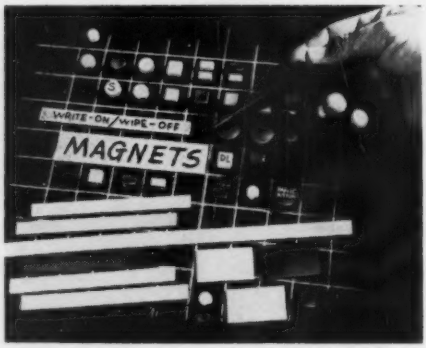
NAME_____
FIRM_____
ADDRESS_____
CITY_____ZONE____STATE_____

For More Information Circle No. 367

sales on ledger cards. Driver starts route by inserting route revenue receipt in machine and imprinting opening register reading. He enters, on a location revenue receipt at each stop, inventory used to replenish that machine. After servicing a machine, he inserts location revenue receipt in the Audit-in-Route, dumps coins in hopper, prints opening register and drives to next stop. On arrival there with coins processed, he imprints closing reading. Difference in two readings is collection of last location. He repeats process at each stop. At day's end, he imprints closing reading on route revenue receipt and subtraction shows day's collection. The system is said to reduce coin handling in the office by 80%. Driver may deposit day's collection directly by turning in coin boxes at bank. In situations where vending machines yield more coins than can be handled between stops, a group of units in coin processing room can handle the bags of coins unloaded by drivers. **For More Information Circle No. 194.**

CONTROL BOARDS

Rol-a-chart, Box 291, Mill Valley, Calif., introduces magnetic indicators in many colors, shapes and sizes for magnetic



scheduling and charting, as well as for special applications. Magnets are finished with a wipe-off surface that permits writing on them with a marking pencil for additional coding. Flexible strip magnets,

Vular is the newest, clearest, strongest, sheet protector in five years. When you get your sample look through it...see how remarkably clear it is. See how strong it is. See how it resists scratching. You'll find Vular Protectors are best for protecting sales literature and important documents from soiling and tearing.

Write today for your FREE sample of Vular and complete details.

AMERICAN KLEER-VU PLASTICS, INC., Division of Kleer-Vu Industries, Inc.
76 Madison Avenue, New York 16, N. Y. ORegon 9-5900 KLEER-VU

For More Information Circle No. 298

96 ways to

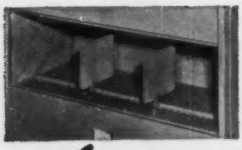
- ☐ Easier Filing
- ☐ Higher Morale
- ☐ Increased Efficiency
- ☐ Error Reduction

VS | Visi-Shelf

First and foremost in its field, Visi-Shelf is the only concept of filing, conceived and engineered specifically for the express purpose of shelf filing.

Developed to meet the constant problem of crowded filing areas and overcrowded files, the Visi-Shelf filing system has solved these problems by making it possible to file **"more than twice as many records in the same floor space"**

3 Series — 2 Widths (30" & 36") — 4 Heights = 96 Filing Combinations



Exclusive VS features include:

Finger Tip Compressors

- Positive locking
- Free movement
- Fully adjustable

plus **Light weight patented Drop Doors**
Face mounted Reference Shelves

Visi-Shelf File, Inc. Dept B
105 Chambers Street
New York 7, N. Y.
Please send catalog and complete details of the Visi-Shelf Filing System.

NAME .....

COMPANY .....

ADDRESS .....

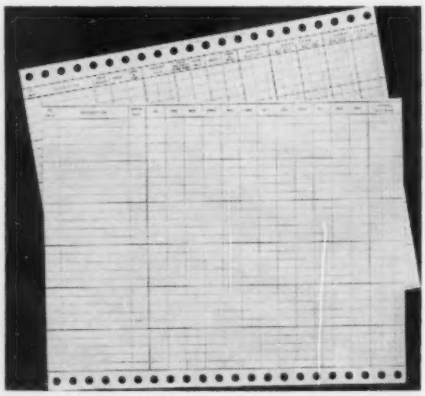
CITY..... ZONE..... STATE.....

For More Information Circle No. 340

that can be cut to any length or shape, are also available with the same write-on-wipe-off surface. Special colors and imprinting can be had on order. For information, price list and full color magnet selection chart, **Circle No. 113.**

INVESTMENT REGISTER

Recordplate Co., 130 N. Fair Oaks Ave., Pasadena, Calif., announces its improved sheet 697 Investment Register in 11" (binding side) x 8½" for ½" and 1" binders as book sets. No. 767 has 50



sheets and 787 has 100 sheets. Designed to keep a record of accumulated unit and dollar balances of individual securities, and record the annual rate earned, by month and year. Has a column to record date when security becomes a long-term investment. Provides a complete efficient accumulation of information for preparation of tax reports and a quick visible survey of holdings at any time. **For More Information Circle No. 143.**

SIGN-MAKER

American Tiflex Co., 2319 W. Huron St., Chicago 12, Ill., offers the Printext sign-making machine which, in one operation, prints any combination of five colors; die-cuts and embosses metallic or fluorescent papers. A water soluble printing ink is used and a damp rag will clean the type. Ink is applied with an easy-to-use

Smart buys for the budget wise...

IN **VIRCO** FURNITURE THAT'S BUILT FOR LASTING COMFORT

Puzzled by price—in a quandary over quality? Virco chairs and desks for office or home are budget priced and built to last. Check the quality construction features of this beautiful office furniture!

MATCHING #7795 DESK AND #258 CHAIR

This handsome welded tubular steel frame desk is available with Vircolite wood grain finish tops in two sizes: 18" x 33" and 20" x 40". Choice of Oriental Walnut top with bronze-brown frame or Platinum Walnut top with suntan frame. **Plus feature: excellent for use with business machines.** Companion chair is upholstered in quality vinyl plastic with urethane foam cushion.

ALL-METAL #127 FOLDING CHAIR

This chair has countless office uses, features tubular steel construction with three fusion-welded braces. Steel reinforcement in front legs at seat pivot point and under forward edge of seat. Metal-capped legs with durable rubber crutch tips.

FREE! New catalog showing Virco's line of office furniture.

Write today to:

VIRCO MFG. CORPORATION

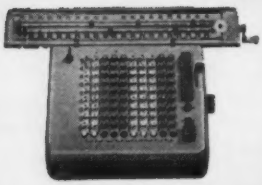
Dept. S-10, P.O. Box 44846, Station H
Los Angeles, California
Plants also in Arkansas and Pennsylvania.

For More Information Circle No. 341

NEW—*Another Achievement from Monroe*

Never before has so much calculator function been compacted into so small a unit. Or so low a price. This is LA-9, the newest, the ultimate in Monroe's famous L line calculators. This one's honored antecedents today are accomplishing their time and money saving missions on more desks in American business than any other calculator. LA-9 covers less area than a letterhead sheet, weighs less than 18 pounds. Yet this new compact automatically performs many of the jobs that much bigger and costlier machines do. Its peak performance is guaranteed and maintained by Monroe's nationwide service organization. And at so moderate a price, it can quickly pay for itself through its efficiencies. for CALCULATING · ADDING · ACCOUNTING · DATA PROCESSING MACHINES

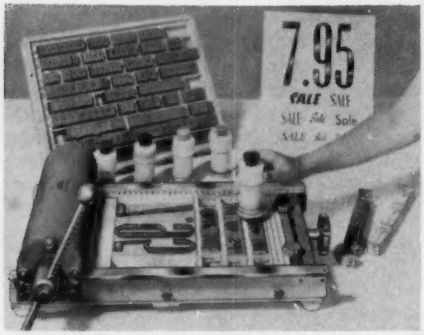
See the MAN from MONROE



Monroe Calculating Machine Company, Inc. Sales and service in principal cities everywhere. General offices, Orange, N. J. A DIVISION OF LITTON INDUSTRIES

For More Information Circle No. 254

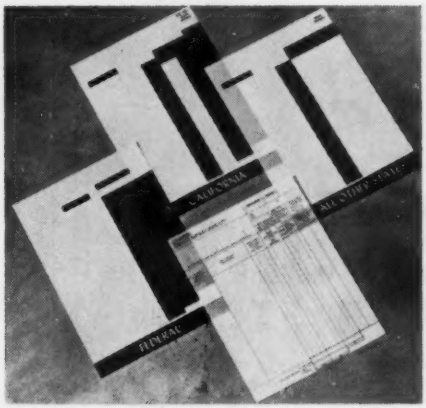
hand applicator. Nylon type and composing stick fit into the machine for easy lock-up. Each type font comes in wood composing case. All material necessary



for 6″ x 8″ signs including machine, type, ink, board, etc., is $149.50. Other machine sizes are 10″ x 10″ and 16″ x 16″. Dozens of type styles are available. For catalog and samples, **Circle No. 170.**

DIAZO TAX FORM MASTER

Charles Bruning Co., 1800 W. Central Road, Mt. Prospect, Ill., offers a Trans-



face plastic master for federal tax form 941-A and comparable state forms. The reusable master with a series of overlays

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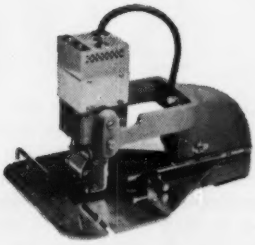
New **ROBERTS**

universal electric

NUMBERING MACHINE



HELLER ROBERTS

Manufacturing Corporation

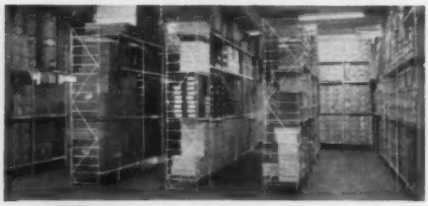
We call this new Roberts E-21-U numbering machine a "universal electric" because its numbering head is entirely flexible — it can be turned sideways and adjusted to permit numbering at any point on a page, card, tag, label or strip of material. It will record clearly through as many as 10 carbons. It automatically prints numbers in sequence from 1 to 999,999 with instant choice of consecutive duplicate or repeat operation. The universal printing head gives complete freedom in numbering towards the front, back, left, right or any point on a sheet up to 12 inches wide, and of any length. Adjustable guides for accurate positioning. Just plug in—no installation. Also available for foot operation in model E-21-UF. Write for more information to Roberts Numbering Machine Division, 700 Jamaica Ave., Brooklyn 8, N. Y.

For More Information Circle No. 311

STUMPED
FOR STORAGE?

Now you can make molehills out of mountainous storage problems! The answer is Erecta-Shelf. Erecta-Shelf's steel rod construction has been load tested to 1,000 pounds per shelf. It offers lightning-fast assembly without special tools, nuts or bolts. Erecta-Shelf units may be added back to back, end to end or one atop another. Space between shelves is adjustable. Available floor mounted, wall mounted, or on casters. Unlimited uses at a limited price. Variety of sizes. Fits any floor plan.

Available Chrome Plated or Stainless Steel



Get storage problems off your mind — find out about Erecta-Shelf today.

Write for free catalog!

The Seal of Sanitation Quality!

ERECTA SHELF

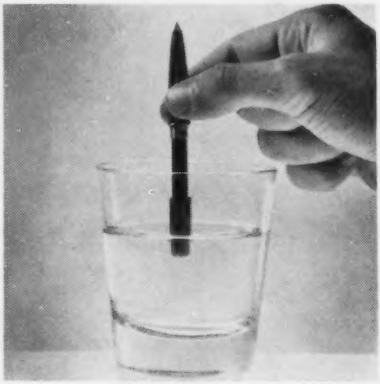
A quality product of
METROPOLITAN WIRE GOODS CORP.
N. Washington St. and George Ave. • Wilkes-Barre, Pa.

For More Information Circle No. 343

accommodates all quarterly payroll tax reporting requirements, both federal and state. Employee names are typed, posted or hand entered only once. Salary deductions and other information complete the report. Masters can be copied in desired quantities on a diazo copying machine for the respective tax agencies. Overlays block out unnecessary state information from federal reports, and federal information from state reports. Same masters can be re-used indefinitely. Variable figures are wiped off the plastic and new information entered each quarter. **For More Information Circle No. 196.**

PEN CARTRIDGE

Parker Pen Co., Janesville, Wis., announces a plastic Instant Ink capsule for the 61 pen which converts tap water into a 5000-word ink supply. User places capsule on end of capillary-filling ink reservoir and immerses it into a glass of water



or under running tap for about 30 seconds. Capsule contains a layer of ink concentrate sandwiched between two layers of sponge. As water is absorbed by capillary action, ink concentrate is dissolved. Capsule is then discarded. User can keep a capsule in his pocket to be assured of an ink supply as close as nearest water supply. Initially capsules will be marketed with blue or blue-black ink at three for 29c. **For More Information Circle No. 184.**

Smead introduces a colorful line of
VINYL BRIEF COVERS

To present and protect all that is bound into them . . . an impressive pure vinyl brief cover that lasts and lasts. Soft, flexible virgin vinyl in a smooth, subtly-grained finish . . . one-piece welded construction. Won't scuff or discolor, wipes clean with a damp cloth. Other features: Five eye-catching colors, double-faced acetate window, trim "V" back and a modern cover design. Holds up to a half-inch stack of papers, size 11 x 8½.

See this very attractive cover at your stationer's, or write to Smead Manufacturing Co., Hastings, Minn.

Ask for **Smead**
VINYL BRIEF COVERS

One-piece construction, modern cover design

Three double-tang fasteners for safe binding-in of contents

Double-faced acetate window shows inside title sheet, business card or specially-printed card

Five popular colors: red, blue, green, black, gray

An attractive way to present reports, to bind in manuals and catalogs, to protect important records

For More Information Circle No. 265

finding and filing *takes just Seconds*

with BARKLEY TAB GUIDES

Modern offices use Barkley Tab File Guides because they make the job so easy. How? Well, each tab is both angled and magnified—takes only a glance to find the file you want. And Barkley Tabs are durable—stand up under constant use for years. The next time you make up your supply list . . . *be sure to add Barkley Tab File Guides . . . at the top.*

At all leading stationers.

C. L. BARKLEY & CO.

1220 W. VAN BUREN ST. • CHICAGO 7, ILL.

For More Information Circle No. 344

$44.00 FET

MAILERS Stamp Affixer

AFFIXES ACTUAL STAMPS AT 150 PER MINUTE

Holds roll of 500 stamps in many denominations

DEALER INQUIRIES INVITED

Request Catalog:

MAILING MACHINES

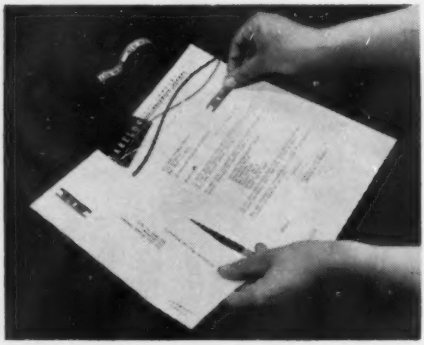
MAILERS EQUIPMENT CO., INC.

DEPT. O, 40 W. 15th ST., N. Y. 11

For More Information Circle No. 345

COPYING PAPER

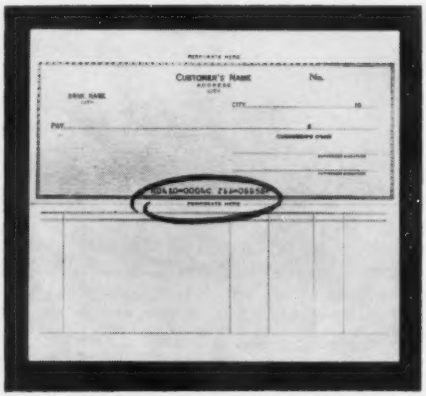
Labelon Tape Co., 10 Chapin St., Canandaigua, N. Y., announces Thermal copying paper for Thermo-Fax machines. It is said to have excellent reproduction



qualities and runs in the machine, without filter or screen, at the same range and speed as regular copy paper. A full weight sheet, it is easy to handle and file; will not become brittle or darken with age; has indefinite shelf life as well as a high heat resistant factor, and will not mar. Reproduces originals clearly and sharply and copies two-sided printed material. **For More Information Circle No. 115.**

VOUCHER & PAYROLL CHECKS

Carbon Business Forms Co., 880 East 72nd St., Cleveland 3, Ohio, has developed an economical method of printing voucher



and payroll checks with magnetic ink coding for automatic sorter-reading equipment. Voucher checks are available in tamperproof pantograph colors of yellow, blue, pink, gray or green. Payroll checks are available in many styles, carbon interleavied or hot wax spot carbonized. Orders can be shipped in one week, when necessary, complete with coding and imprinting. Submit your own check for quotation or, for samples, **Circle No. 140.**

COPYING PAPER

Perry-Sherwood Corp., 257 Park Ave. S., New York 10, N. Y., announces Perfax Type 105 copying paper for Thermo-Fax copiers. This sheet has a wax-free coating which produces high contrast, sharp black copies. Its manufacturers state that it is non-fading and that it will not peel or crack. The light gray backing on the heavy weight paper retards curling, and it can be used for either top or back

SOUND ENGINEERING BY Gates ACOUSTINET

for LOVERS of PEACE and QUIET

Alert management takes positive action before blood pressures go up and sales go down, affecting company profit. Gates Acoustinet can restore office harmony by reducing machine noise up to 85%. A modern Acoustinet virtually snuffs out the undesirable disturbances from office machines, giving you the quiet atmosphere so necessary to do a good day's work. Install one today and see your office productivity go up, affecting your profit picture in the same manner.

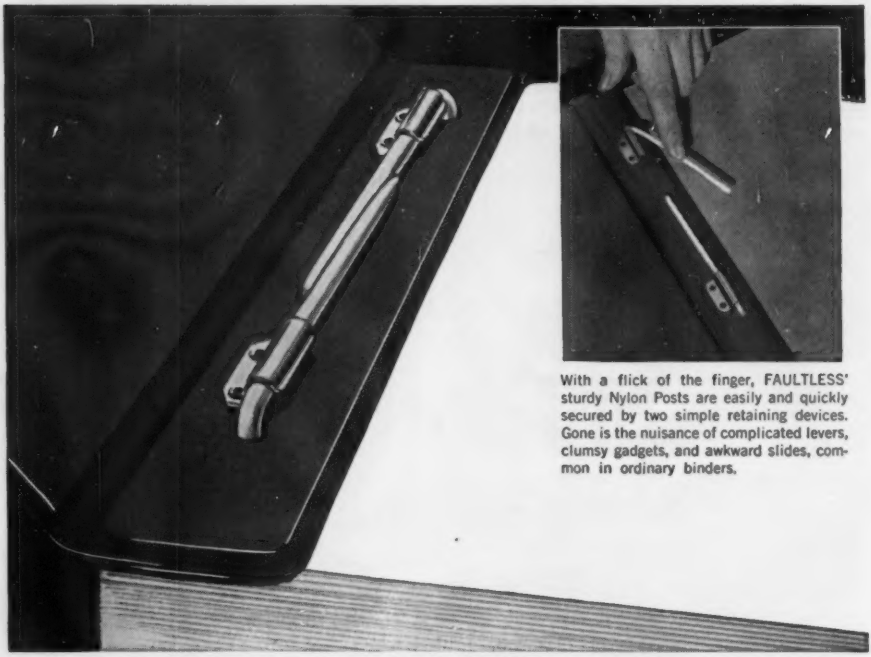
GATES GUARANTEES RESULTS OR YOU DO NOT PAY

GATES ACOUSTINET, INC. • P.O. BOX 91-10 – BUFFALO 23, N. Y.

For More Information Circle No. 429

Another New FAULTLESS Development . . .

Nylon Post FLAT-TOP Binders



With a flick of the finger, FAULTLESS' sturdy Nylon Posts are easily and quickly secured by two simple retaining devices. Gone is the nuisance of complicated levers, clumsy gadgets, and awkward slides, common in ordinary binders.

These tab form binders are quality-made of heavy, first-grade virgin vinyl plastic, electronically heat sealed. Stiff cover construction. Seafoam Green, French Calf Finish.

Keep Simplified Efficiency at your finger-tips . . .

You *can* judge a book by its cover — that is, if it happens to be the revolutionary new Faultless development . . . the Nylon Post Flat-Top Binder! What makes this tab form binder so different, so much better, so much easier to operate? Basically, the unique manner in which the Nylon Posts are held in place. Notice how two nickel-plated retainers grip the posts, holding them perfectly flat against the inside cover.

We call these features and the many advantages they offer, *Simplified Efficiency*. So will you! For actually, it takes but a moment of using the new Faultless Nylon Post Flat-Top Binders to fully appreciate their very practical design, their completely superior record-keeping capacities and capabilities.

The attractively priced line is complete in a wide range of sizes and types, for burst forms; and in olive canvas binding for unburst marginal punched forms. Invest in the best — buy FAULTLESS!

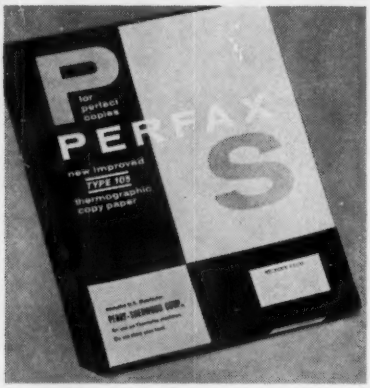
Phone your Faultless Office Supply Dealer . . . Now!

STATIONERS LOOSE LEAF CO.
246 East Chicago Street.
Milwaukee 1, Wisconsin.
114-116 East 13th Street.
New York 3, New York

FAULTLESS . . . *Your assurance of superior features and foremost quality*

For More Information Circle No. 271

printing with or without a screen carrier. Sensitivity to pressure is said to be practically eliminated and this paper will oper-



ate at the setting usually used, with a wide heat range. **For More Information Circle No. 138.**

OFFSET MASTER

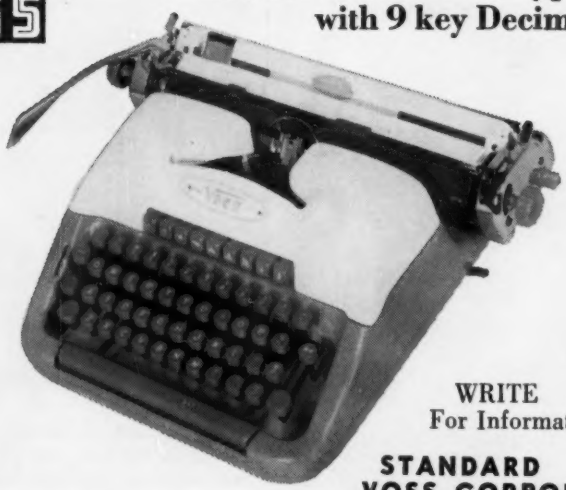
Direct Masters, Inc., 212 N. Clinton St., Chicago 6, Ill., offers small press owners or operators an introductory kit of Direct Image paper masters for short and medium runs and xerography. In addition to being long and clean running, they have a resilient surface that resists embossing; greater body; run with less water for sharper reproductions; allow easier erasures; require no special inks or fountain solutions. For a free introductory kit, send company name and address along with press size and type to above address.

WASTEBASKET

Rubbermaid, Inc., Wooster, Ohio, announces the Slim Jim wastebasket styled and sized for multipurpose use. The 23-gal. receptacle is made of molded polyethylene for rugged construction and rust, dent and crackproof qualities. This also

VOSS

Low silhouette office Typewriter with 9 key Decimal Tab.

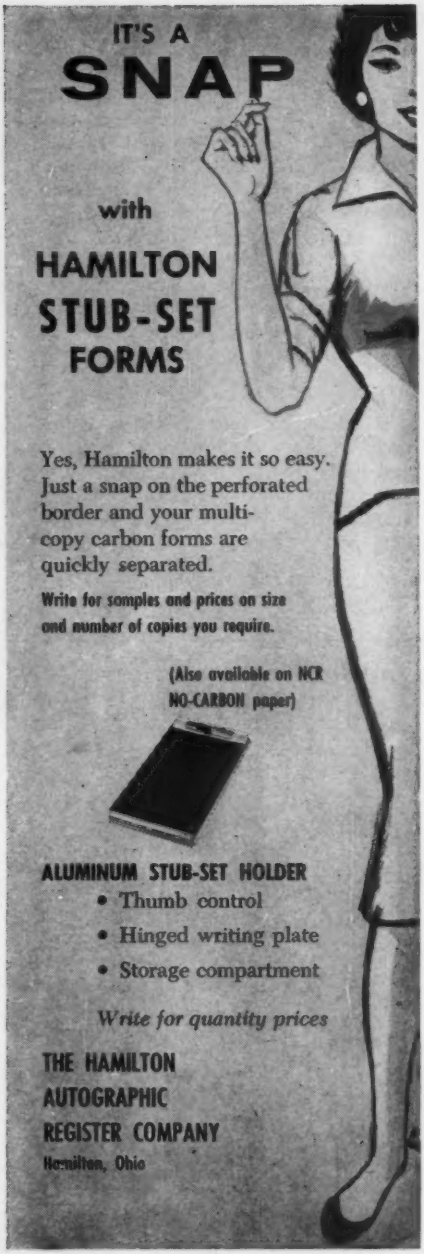


WRITE
For Information

STANDARD VOSS CORPORATION
334 E. Weber, Stockton 2, Calif.

Standard
Model M-13-D pictured

For More Information Circle No. 415



For More Information Circle No. 368

enables it to hold wet or dry waste. It is steam cleanable; 30″ high and can be fitted easily into small floor-space. Sharp

seams or corners are eliminated to permit easier, faster cleaning. Costs $15.65 in gray and $16.50 in white. **For More Information Circle No. 174.**

OFFICE OVEN

Shelden & Dickson Mfg. Co., 5307 North 42nd St., Omaha, Nebr., announces an office oven that serves hot foods and soups, yet eliminates preparation, waiting,

cleaning and leftovers. Products are heated in the can and left in the machine until desired, then they are merely opened and served. Oven is stainless steel, completely insulated, and holds 54 heated 8-oz. cans in six selections. It has a

There Is a Low-Cost Way To Store Your Company's Office Records!

TOP AMERICAN COMPANIES USE PAIGE MIRACLE BOX

All types of businesses throughout the country are storing office and factory records in Paige Miracle Boxes, at a fraction of their former expenditure for metal files and transfer cases.

Paige Miracle Boxes not only effect great savings in cost of record-retention but also in the utilization of ALL the space from floor to ceiling in storage areas.

AT LARGEST TITLE COMPANY Paige Miracle Boxes provide safe storage and easy access to hundreds of thousands of original, irreplaceable real estate records.

COUNT "1 - 2 - 3" — that's how quickly anybody in your office, plant or warehouse can set up a Paige Miracle Box.

The UNIQUE PAIGE MIRACLE BOX SETS UP INSTANTLY and AUTOMATICALLY

NO TAPING!
NO STAPLING!
NO TIME-CONSUMING MOTIONS!

THE COMPACT SYSTEM OF STORING RECORDS

Paige Miracle Box is the ONLY corrugated container with ALL the features record-retention specialists consider essential for the successful operation of the Compact Storage System:

Sets up INSTANTLY and AUTOMATICALLY —no taping, stapling or folding a lot of tabs.

Completely DOUBLE-walled, DOUBLE-floored, DOUBLE-cornered, providing amazing stacking strength.

The ONLY corrugated box with an integrated, locked-in bottom that can't "fall through."

Separate telescopic cover which can be lifted or removed for easy access to contents.

Light in weight, easy to handle by its convenient handholes: even when full, can easily be carried by any girl in the office.

NEW ILLUSTRATED BROCHURE

Our new brochure explains how the use of the unique Paige Miracle Box has developed the Compact System of retaining records . . . how leading companies get maximum use of available space, highest efficiency in operations, greatest convenience for personnel. We'll be glad to send you a copy.

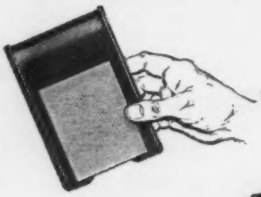
THE PAIGE COMPANY, Inc. • 95 MADISON AVENUE • NEW YORK 16, N.Y.

For More Information Circle No. 441

"The Indispensable Three"

...that speed up the day's work

★ the telephone (by Bell)



★ the memo pad (by Ever Ready)

★ the desk calendar (by Ever Ready)

The memo pad (in four attractive base colors and two page sizes) and the desk calendar (a style and size for every desk... every purpose) by Ever Ready make the day's work easier and help keep things moving ahead.

Both are designed with the busy, but organized, desk in mind. Styled to compliment any desk.

Order the Ever Ready desk calendar or memo pad from your local stationer today. Or write us. We will be happy to forward your request to the Ever Ready dealer nearest you.

The EVER READY Calendar

America's foremost desk calendar

EVER READY CALENDAR MANUFACTURING CO.

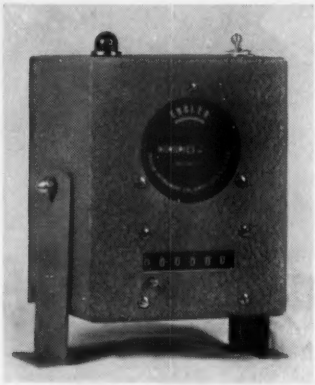
150 BAY STREET, JERSEY CITY, NEW JERSEY

For More Information Circle No. 274

Chromalox heater, thermostatically controlled, and a heavy duty fan to maintain even temperature. There is automatic rotation of the product—first in is first out. Height is 23"; depth, 20"; width, 13". Costs $89.50 f.o.b. above. **For More Information Circle No. 128.**

MACHINE TIMER-COUNTER

Engler Instrument Co., 250 Culver Ave., Jersey City 5, N. J., announces the Engler Combination Hour Meter and High Speed Counter for use on most IBM electronic accounting equipment. This precision instrument registers an accurate



record of production time, as well as counting the cards processed, to eliminate certain manual records. At the same time, it registers a complete record of workload and machine performance for further study. **For More Information Circle No. 135.**

SHEET PROTECTOR

American Kleer-Vu Plastics, Inc., 76 Madison Ave., New York 16, N. Y., has added a Vular sheet protector to its protective plastic envelopes. Vular, a Terafilm plastic sheet made of Eastman Kodak's Tenite polyester, is a thin, lightweight film said to be clear and free of any color tint. Possessing high strength and durability, it is cut and shatter resistant, will not dry or become brittle

To get to the POINT . . .

There's a STRING attached!

PULL THE STRING AND YOU 'POINT' THESE ERASERS!

You'll appreciate these efficient, pencil size eraser sticks, protectively encased in spiral-wound paper. Pull the small, wrapped-in string; it unwinds the paper and exposes the eraser tip. These Weldon Roberts Erasers pick-out even small details, letters, figures — and remove entire lines of typing or writing. They erase cleanly, minimize the need of re-doing an entire sheet, save stationery, workers' time and tempers.

The all-quality rubber sticks are specially formulated to erase:

PENCIL • INK
INDIA INK
BALL POINT
TYPEWRITING
BUSINESS
MACHINE
WRITING

Read carefully these descriptions of the various rubber textures. Buy those best suited to your needs, from your stationer. Write us if he cannot supply you.

▲

NO. 448 GREEN GLOW (Soft green rubber). Erases pencil. Also removes the surface carbon from carbon ribbon impressions,

and . . . **NO. 378 GRAY POINT** ►

(Business-like gray rubber), removes the final image. Erases ink, typewriting and business machine writing too.

NO. 138 BALL POINT (New formula green rubber). Particularly developed to erase ball point ink and lead.

NO. 258 INDIA INK (Fine green rubber). For erasing India Ink and work from opaque pencils 2H and harder.

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

For More Information Circle No. 347

when it's

TIME FOR CHANGE

choose modern compact

MP Jr. Coin Changers

Speed Customer Service...

make every teller more efficient. Compact MP coin changers keep transaction areas neat—change close at hand. Precision made to operate smoothly. MP changers respond to fingertip pressure—fast! You'll be amazed by the improvement in customer relations when you install MP.

Only MP Coin Changers...

combine *top quality* features and *low cost* in the *nation's value leading*, semi-automatic machine.

- All mechanisms fully enclosed
- $125 capacity—pennies thru half-dollars
- Removable top tray and inner storage box
- Lightweight construction
- Smart hammertone finish, decorator colors

Parts and workmanship fully guaranteed. Only $69. See the complete line of MP Coin Changers at your dealer or write for full information today!

metalproducts
engineering, inc.

4000 Long Beach Avenue • Los Angeles 58, California

For More Information Circle No. 348

MAP BIN FILE

THE LOW COST WAY TO FILE ROLLED MAPS, DRAWINGS, TRACINGS, ETC.

Heavy gauge steel bin, baked enamel finish, protective rubber bumper all around. Rolled items quickly located and refiled. Ideal in a limited working area.

40 HEAVY-DUTY CARDBOARD TUBES, 2" DIAM., 36" LONG.

BIN: 22 x 9 x 27 3/8

WITH FREE PLASTIC COVER

ORDER TODAY—SHIPPED FROM STOCK

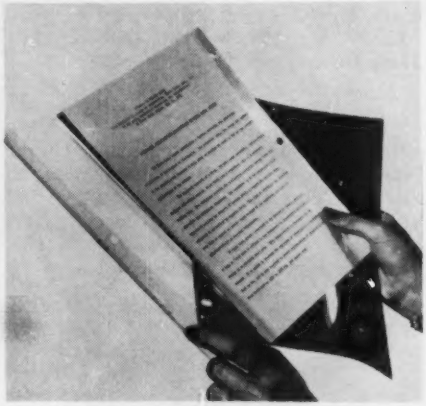
F.O.B. TULSA, OKLA.
Weight 31 lbs.

$33.00

SCOTT-RICE CO.
619 SOUTH MAIN ST. TULSA 19, OKLA.

For More Information Circle No. 349

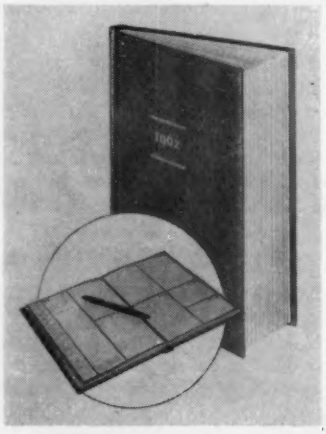
with age. Its lightweight quality allows more sheets in ring binders. The standard Vular protector for 11" x 8½" sheets is



three-hole punched and fitted with a black album paper insert. Other sizes are stocked. For samples, **Circle No. 161.**

DESK DIARY

Executive Desk Diary Ltd., 717 Fifth Ave., New York 22, N. Y., offers a 14-month Saturday Review Executive Desk



Diary for the executive who needs a multitude of facts. This third edition runs from Dec., 1961, to Jan., 1963, and has a "week in view" format with a monthly

NEW OZALID TRANSFER-A-MATIC

NEW OZALID TRANSFER-A-MATIC

Copies everything up to 11 inches wide...150 feet long. Perfect prints every time, in seconds! Insert the original—and only the original—printed on one side or both sides...out comes a perfect copy, automatically cut to size! No waste, work, worry. Clear black and white copies of all colors—pen, pencil, office stamps, typewriter, or type. Every one perfect . . . no "wastebasket copies!" No waiting for warm-up . . . self-starting. No messy "sandwiches" to peel apart. No contact with nail-staining inks or chemicals. Between feedings the motor sleeps—no wasted current. See it! Try it! Test its speed, simplicity, economy. Send coupon now.

Made only by Ozalid,® Johnson City, N. Y. Division of General Aniline & Film Corp. In Canada: Hughes-Owens Co. Ltd., Montreal.

TRANSFERON®
CONVENIENCE-COPY PRODUCTS

Ozalid, Dept. 115, Johnson City, N. Y.
☐ More information please on the new Ozalid Transfer-a-matic
☐ I'd like to see it demonstrated on or about _____

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

For More Information Circle No. 233

NEW!

GOODKIN HORIZONTAL 18" CAMERA

High-speed quality production without devouring space . . .

only $895

Goodkin's new Horizontal obeys every requirement for precision production of line and halftone work plus the first-step needs of Ektalith, Gevacopy and Xerography. Below are some of the key features. For the complete story, write us today.

- Requires just 60" x 25" of floor space; ideal for operation inside or out of darkroom
- Individually calibrated f6.8-45 lens enlarges or reduces up to 300%; covers 14" x 18" focal plate area
- Each of four reflector flood lamps can be rotated full 360°; once set, need for repositioning is practically nil
- Special focus system assures ultimate in accuracy; ball-bearing guide wheels and rack-and-pinion track system permit smooth travel; eye-level loading and shooting

Standard equipment: Lens, lights, timer and film holder. Priced slightly higher Denver and West.

GOODKIN

GOODKIN

The M. P. Goodkin Co. Dept. A 112 Arlington Street Newark, New Jersey

Circle No. 203

and yearly calendar for advance scheduling. There is a 63-page reference section with information on taxes, social security, economic data, a gazetteer, etc. Available in two editions: Deluxe Executive, $7.50; Director, $13.50. **For More Information Circle No. 147.**

BALLPEN

All-Rite Pen, Inc., Hackensack, N. J., announces a sapphire ballpen with a point made from highest quality synthetic sapphire. It also includes chrome-plated metal cap and tip, super-sized cartridge of blue ink and molded barrels in any of six colors. Individually packed in crystalline gift boxes, retails at $1.98. Refills are 39c individually packed in gold-and-blue tubes, 12 to a box. **For More Information Circle No. 111.**

DESK CABINET

Scan-Am Co., 4108 W. Crystal Lake Road, McHenry, Ill., offers the Miniature Office cabinet in mahogany, teak or oak, which opens into a fully fitted office desk.

There is a storage compartment which leaves desk surface free from clutter. A spacious drawer has an equipment tray, and a pull-out shelf takes letter baskets,

A-DRESS-R

Model 600

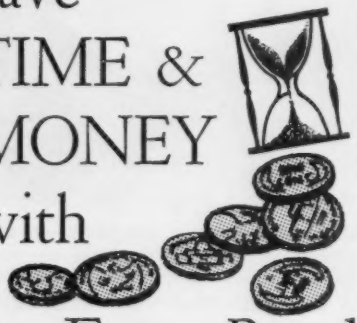
THE SPEEDIEST MANUALLY OPERATED ADDRESSING MACHINE IN THE WORLD

Automatic plate change with choice of consecutive, repeat or skip action. 150 plate capacity, semi-automatic loading magazines. Prints thru a ribbon that reverses automatically. **FEATHER TOUCH** stamping arm relieves fatigue; speeds output. Uses standard Speedaumat plates.

NETTLE MANUFACTURING CO. 27 Huntington Ave. Boston 16, Mass.

For More Information Circle No. 376

Find Out
For Yourself
Why You
Save
TIME &
MONEY
with



Sea Foam Bond
Carbonsets!

WRITE TODAY FOR
A FREE SAMPLE PACKET!
DEPT. O 1061

THE TYPE RITE CORP
114 BEACH STREET ROCKAWAY, NEW JERSEY

For More Information Circle No. 350

plans, etc. A Selfile unit fits in the bottom left corner. There is a fitted adjustable working light. When closed, unit can be locked. Its rich finish blends with other furniture. **For More Information Circle No. 182.**

BRIEF COVER

Smead Mfg. Co., Hastings, Minn., announces a vinyl brief cover for personalized presentations. It has a double faced acetate window which accommodates a

business card or other printed card, or through which an inside title sheet can be viewed. Vinyl material is soft and flexible, attractively grained, fade resistant, and can be wiped clean with a damp cloth. One-piece construction and three built-in double tang fasteners provide safe binding of contents up to a ½″ thick, sheet size 11″ x 8½″. Choice of five colors: red, blue, green, gray, black. **For More Information Circle No. 122.**

MICROFILM READER, PRINTER, COPIER & PROJECTOR

Andrews Paper & Chemical Co., Box 528, Great Neck, N. Y., announces the Rollacopier which compactly combines a microfilm reader, enlarger, printer, wall projector and contact printer. Stable prints of excellent sharpness can be obtained almost instantaneously and inexpensively. Both microfilm enlargements and contact prints made on Rollacopy paper have stabilized silver images of high contrast. Available in two sizes:

EFFICIENCY

with ROL·DEX *you get* EFFICIENCY!

because:

- records ROLL to the seated clerk
- all records are immediately accessible
- better control; easier supervision
- random reference is no problem
- no waiting for hidden, motor-driven trays
- fewer personnel can handle large volumes of records

For More Information
Circle No. 218

find out about all the other advantages of Rol-Dex equipment. It's built to fit your system, your form size, your volume, your space, your expansion plans.

Rol-Dex Division

ROL·DEX

pat. and pats. pending

WATSON
MANUFACTURING
COMPANY, Inc.
Jamestown, New York

WATSON MANUFACTURING COMPANY, INC.
Rol-Dex Division, Dept. O-10, Jamestown, New York

☐ Please send literature.
☐ Have consultant call me for appointment (phone) .....

Name ..... Title .....

Firm .....

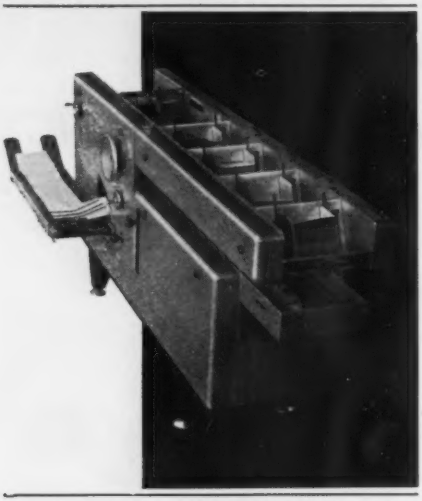
Street .....

City ..... State .....

NEW fully automatic West German

INSERTING AND MAILING MACHINE

For Universal Use—works with every normal envelope up to size of 7½" x 10", collects up to eight inserts of different sizes

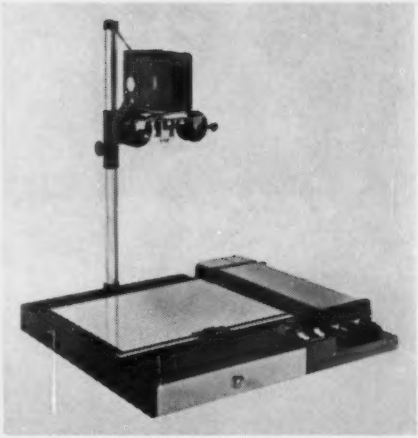


Envelopes are made ready for dispatch—closed, controlled, counted, stacked

all information from **MULTIMATIC, KUESNACHT-ZURICH/SWITZERLAND**

multimatic

For More Information Circle No. 374



Rollacopier 17 for prints up to 17" x 22", $595; Rollacopier 9 for prints up to 9" x 14", $395. Rollacopies size 8½" x 11" cost about 5c each. **For More Information Circle No. 152.**

OFFSET FIXER-LACQUER

Agfa, Inc., 516 West 34th St., New York 1, N. Y., offers a high-speed, low-cost combined fixer-lacquer for processing aluminum offset plates imaged by the photocopy process. Product is said to give sharper images, finer detail, better solids and greater safety latitudes. It is applied in a single step by a sponge or wiper to exposed, developed plate, and automatically fixes images while providing required lacquer coating. A concentrated solution, it cuts shipping and storage costs. **For More Information Circle No. 207.**

ILLUMINATED WALL CLOCKS

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio, offers a series of wall clocks illuminated with a soft even glow throughout the face by a concealed fluorescent tube. For flush, surface or double dial mounting, clocks come with 12 or 24 hour faces to operate as individual units or on time systems. Black numerals and hands on white background

contemporary / by columbia

This new Columbia collection reflects the mood, the feel, the tempo of today. It is trim, slim, sleek of line. The only concession to opulence is in the handsome upholstered chairs that will revolutionize your ideas of comfort. Units are unusually versatile, permitting many custom arrangements. Write for descriptive brochure and names of Columbia dealers near you. Contemporary is available on Columbia's unusually flexible Lease Plan.

COLUMBIA-HALLOWELL DIVISION **sps** Jenkintown 88, Pa. • Santa Ana, Calif.

where reliability replaces probability

For More Information Circle No. 309

MASTERPIECE

from the Dupli-Mail T.M. *line of addressing labels*

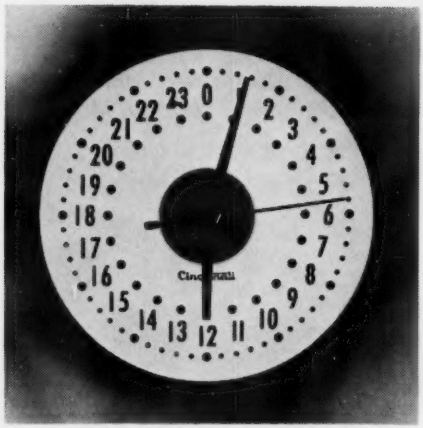
Here's one masterpiece that gathers no dust. Companies everywhere keep Dupli-Snap labels busy speeding their mailings efficiently. No special equipment needed, and you get up to six copies of your mailing list with a single typing.

Dupli-Snap labels are the carbon-interleaved member of the "Dupli-Mail" line . . . a growing family of gummed addressing labels designed to meet every modern requirement at low cost.

Remember, labels are the key to economy and efficiency in mailings. Find out what the "Dupli-Mail" label system can do for your firm. See your stationer today, or write to Eureka for samples.

EUREKA SPECIALTY PRINTING CO.
BOX 149, SCRANTON 1, PA.
T. M. REG. U. S. PAT. OFF. & CANADA

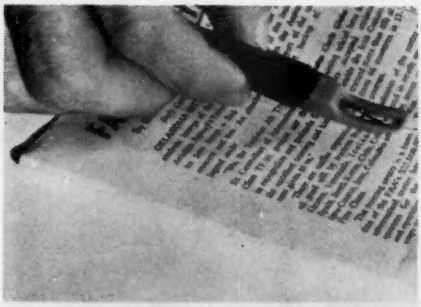
For More Information Circle No. 249

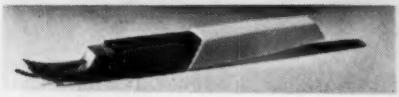


are clearly lighted. Available with 12", 15" and 18" diameter faces. **For More Information Circle No. 142.**

CLIPPING DEVICE

Clipit, Janesville, Wis., announces a cutting device for quick, easy and neat clipping of magazine and newspaper articles. Curved blade cuts only the desired top-





sheet. Besides doing a better, safer and more efficient job, the Clipit is only 4" long so it can be carried in the pocket. It has a plastic handle and blade protector, nylon cutting guide and high carbon steel cutting blade. Costs 98c; replacement cutting heads are 59c. **For More Information Circle No. 183.**

For More Information Circle No. 210→

Elegance IN AUXILIARY SEATING

Every one of your customers is a potential buyer of Clarin Reserve Seating. 144 decorator combinations of highly styled nylon and naugahyde—upholstered over Urethene. Fits perfectly with your customers' decor. For sales meetings, planning sessions and wherever auxiliary seating is needed.

For complete and profitable information about Reserve Seating, write Dept. 50RS

CLARIN

CLARIN MANUFACTURING COMPANY
4640 W. Harrison Street, Chicago 44, Illinois

SYNTRON
VIBRATORY

BUSINESS FORM
JOGGERS

Eliminate slow, time consuming manual jogging methods—increase office efficiency. Let Syntron's high speed (3600 vibrations per minute) Business Form Joggers do all your paper aligning work—business forms, checks, invoices, mail, etc. Syntron Paper Joggers are complete units—simple to operate—easy to use. Designed for fast, dependable, trouble-free service. Available in a variety of sizes and styles—table deck, divided deck or bin type.

STOP WASTE
INCREASE
EFFICIENCY

For
information
write
to . . .

61PJ2

SYNTRON
SYNTRON COMPANY
715 Lexington Avenue
Homer City, Pa.

For More Information Circle No. 379

WASHABLE MARKERS

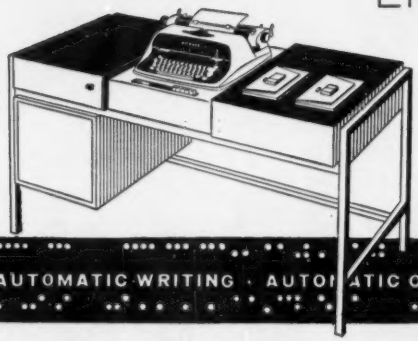
Esterbrook Pen Co., Camden 1, N. J., announces Brite-Line washable markers for coloring, drawing and lettering on paper and cardboard. Instant-drying and

washable from washable materials, eight available colors are black, red, blue, green, yellow, brown, orange and purple. Felt-tip is shaped to make possible multiple line widths. Offered in two sizes, refillable super size at 89c, and regular size, not refillable, at 39c. **For More Information Circle No. 223.**

"One thing I'll say for him. He tries to keep busy!"

OFFICE AUTOMATION · OFFICE AUTOMATION · OFFICE AUTOMATION

EICHNER *tronic typer*

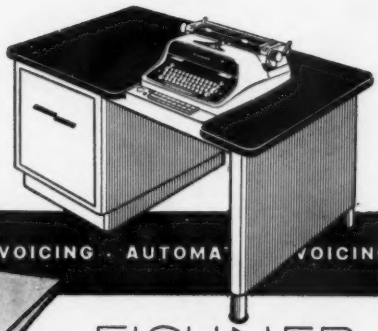


The remarkable, automatic, systems writing Automat, with punched tape reproduction. The photo electric tape reader with electronic data conversion and relay controlled, automatic typing mechanism —guarantee completely reliable operation and utmost speed: 800 strokes per minute.

AUTOMATIC WRITING · AUTOMATIC ORGANIZATION · AUTOMATIC WRITING

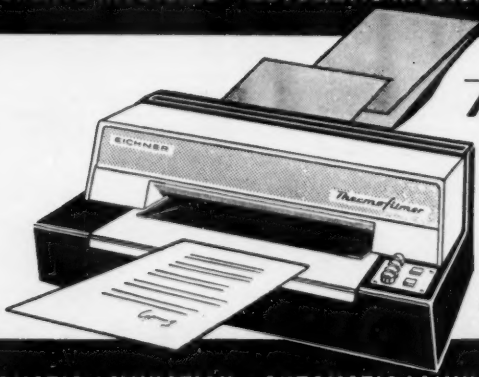
EICHNER *Notamat*

Automatic Invoicing Machine. Fully automatic. Programmed operation. Multiple program changes by simple turn of a knob. Relay controlled calculating and accumulating units of most modern construction. A perfect billing machine with highest performance.



AUTOMATIC INVOICING · AUTOMATIC INVOICING · AUTOMATIC INVOICING

EICHNER *Thermofilmer*



In a few seconds pamhlets, reports, documents and drawings, are automatically "thermofilmed" —i.e., coated on both sides with a thin, colorless and transparent film. Papers are permanently protected, clean and impressive in appearance.

AUTOMATIC LAMINATION · AUTOMATIC LAMINATION · AUTOMATIC LAMINA

EICHNER-ORGANISATION

Unterlindau 21-29, Frankfurt am Main, Germany, Telephone: 723651, Telex: 04-12056

For More Information Circle No. 411

'TOTAL AUTOMATION'
NEEDS
VUE-FAX DFC/VFC DATA FILE!

The heart of TOTAL AUTOMATION is VUE-FAX DFC/VFC DATA FILE—instant visible control of punched cards and tapes. □□For complete information on how Vue-Fax can add TOTAL AUTOMATION to your electronic office system, write . . .

Vue-fax SYSTEM CONTROLS CORPORATION
WESTBURY, NEW YORK

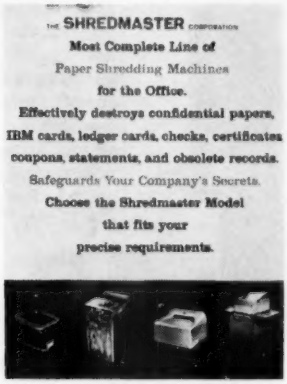
Designers and Manufacturers of Business Forms & Equipment

For More Information Circle No. 337

Literature FROM THE MANUFACTURERS

PAPER SHREDDER

Shredmaster Corp., 384 Woodcleft Ave., Freeport, N. Y., offers a brochure detailing its paper shredding machines. Fully



illustrated, it presents comprehensive data on features, specifications and applications of four Shredmaster models. For a copy, **Circle No. 186.**

TYPE FOLDERS

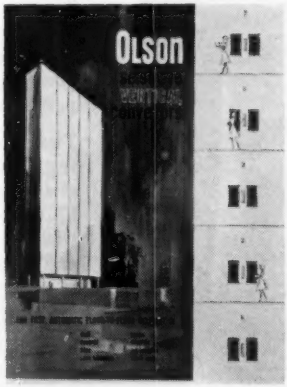
American Type Founders, 200 Elmora Ave., Elizabeth, N. J., offers a series of seven TypeIdea folders which present ideas for putting type to best use in the design of cards and announcements, tags and labels, booklets and folders, personal and commercial stationery and forms. One folder describes ways of employing initials effectively and inexpensively, while another illustrates the use of ATF holiday ornaments. These pocket sized folders are companion pieces to the Book of American Types which contains a full showing of all ATF foundry type designs. TypeIdea folders are available without charge as long as present quantities last. For copies, **Circle No. 192.**

MICROFILM SYSTEMS

Minnesota Mining & Mfg. Co., Dept. S1-417, 900 Bush Ave., St. Paul 6, Minn., offers three illustrated booklets describing the use of microfilm in three agencies of the federal government: Social Security Administration, Bureau of Public Debt and Army Finance Center. The Social Security and Public Debt reprints involve detailed descriptions of filing and retrieval of data including computer operations which have completely eliminated paperwork. The Army Finance story details the flow of traffic payments that sometimes exceed a volume of $3 million a day. For copies, **Circle No. 189.**

VERTICAL CONVEYORS

Samuel Olson Mfg. Co., Inc., 2418 Bloomingdale Ave., Chicago 47, Ill., describes Olson Selective Vertical Conveyors for automatic floor-to-floor delivery of



mail, records and similar materials in multistory buildings in a 16-page brochure. Now in use in many high rise buildings, Olson conveyors are endless

chains equipped with pivotal carriers and large sprockets at top and bottom to guide movement in the delivery cycle. Carriers are attached at sides of chain and always remain upright. Travel time from the first to 20th floor is about four minutes, with a maximum capacity of 320 lbs. per minute for entire conveyor. Loading is on the upside and unloading on the downside. Conveyors can be installed in any building where space for a shaftway of required size is available. Installations can be designed with unobstrusive or decorative enclosures to conceal mechanism, with only loading openings visible. Loading can be manual or automatic. Magnetically controlled systems are available for applications requiring extra high volume with minimum waiting by personnel. The magnetic "memory" control is engineered to handle complex delivery jobs. The magnetic controls have no moving parts and require no inter-floor wiring. Any electrician can handle the small amount of maintenance required. For a copy, **Circle No. 191.**

"execappeal"

There's something about a Bentson steel desk that adds stature to every office. Makes a man *feel* like an executive, and gives him pride that often leads to superior job performance.

There are scores of reasons why, including Bentson's modern styling, finest quality construction, and lasting beauty. Plus the convenience of an efficient desk with smooth, quiet drawer operation and built-in comfort.

No wonder Bentson has such broad appeal — for the youngest exec or the board chairman. Quality furniture is a good investment. See your Bentson dealer or write for catalog today.

THE BENTSON MANUFACTURING CO. BENTSON AURORA ILLINOIS

BENTSON MFG. CO.
650 Highland Avenue, Aurora, Ill.

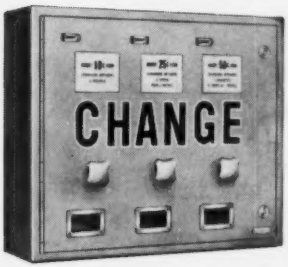
For More Information Circle No. 380

MACHINE PROCEDURE WRITING

Pro-Forms Co., Box 715, San Francisco 1, Calif., offers a four-page brochure describing the Pro-Forms method of machine accounting procedure writing. It contains a detailed explanation of how standardized Pro-Forms procedure kits may be applied to all sizes of EAM and data processing installations, plus information on sizes of procedure kits available. For a copy, **Circle No. 208.**

COIN CHANGERS

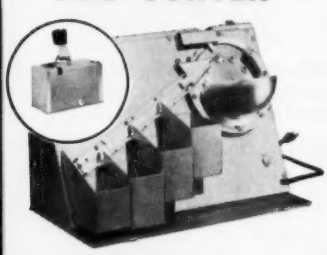
for use with office vending machines



- Save Time
- Save Money
- Eliminate a perpetual management "headache"
- Easy to sell direct to management or to vending operators
- Available to change 50¢, 25c, 10¢ or 5¢ into any pre-established change combination needed.

Low cost • portable • electric

COIN COUNTER AND SORTER



- Ideal for offices, small banks, schools, newspapers, institutions, and for handling change from vending machines
- Precision-built • durable
- Counts and sorts 15,000 coins per hour
- Fast • easy to operate
- Easy to sell at only $199.00

direct factory dealerships now available on these two profitable new products

STANDARD CHANGE-MAKERS, INC. 0—Oct.
422 E. New York St., Indianapolis 2, Indiana

Gentlemen:

Please send complete dealer information on:

☐ Standard Change-Makers

☐ Standard Change Counter & Sorter

NAME_____ TITLE_____

COMPANY_____

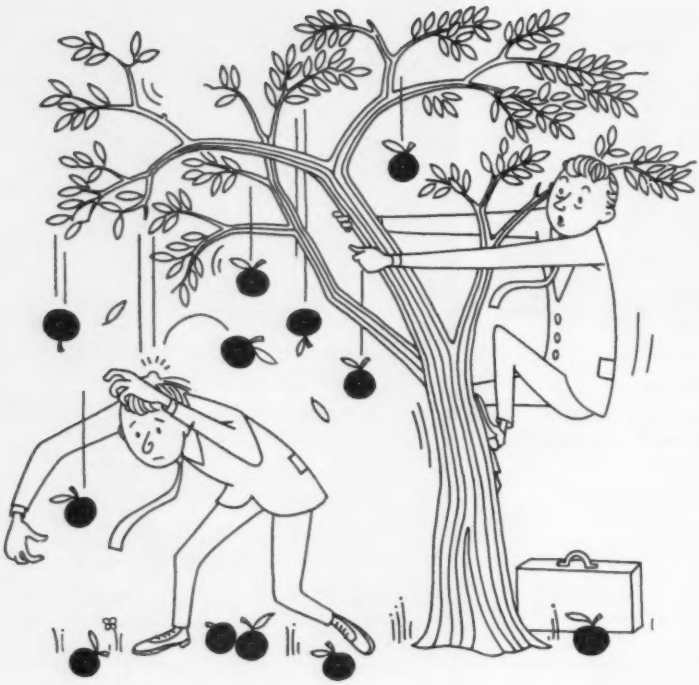
ADDRESS_____

CITY_____ STATE_____

STANDARD CHANGE-MAKERS

World's largest manufacturer of separate 5¢, 10¢, 25¢ and 50¢ coin changers. District offices in 18 cities throughout the United States and Canada.

For More Information Circle No. 225



"here are the apples, you bake the pie"

"Mad" Avenue's phraseology for putting the finishing touches to a bright new brainstorm. Direct it toward the purchasing of paper and the job you've so carefully planned will more than live up to expectations. Yes, the end result depends on the paper... make sure your selection achieves dramatic and powerful effect.

"Bake a better pie" with Fraser printing papers...

*SNOWLAND BOND, MIMEO AND DUPLICATOR, FRA-OPAQUE

it's a Fraser Paper

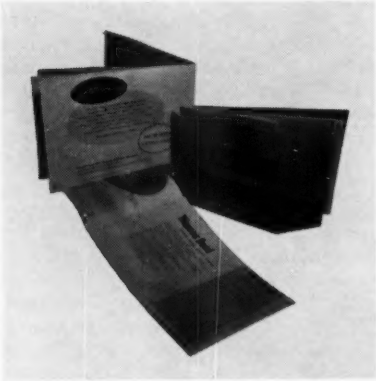
FRASER PAPER, LIMITED

SALES OFFICES: NEW YORK, CHICAGO ■ MILLS: MADAWASKA, MAINE

For More Information Circle No. 480

BOND PAPER

Wausau Paper Mills Co., Brokaw, Wis., offers a revised sample and specification booklet on Wausau Bond paper. This quality line of No. 1 sulphite bond paper



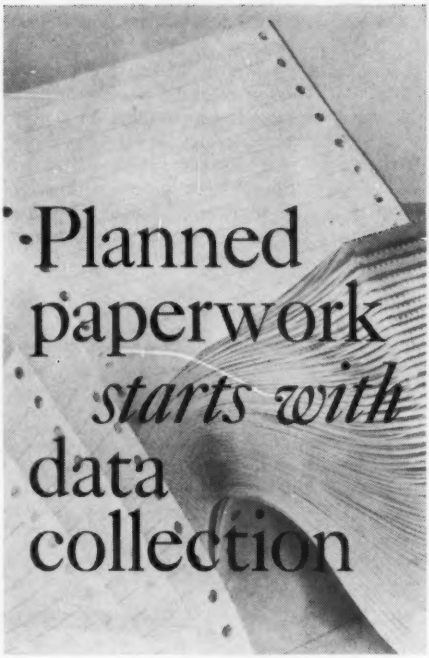
is genuine watermarked and made exclusively with Magnefite processed fibers. The booklet illustrates and samples all popular weights; wove, laid and ripple finishes; white and 11 colors, plus matching Makeready Saver Wausau Bond envelopes. For a copy, **Circle No. 185.**

PHOTOCOPY METHODS

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., offers "34 Ways to Cut Hidden Office Costs," a 12-page text which details how photocopy methods can save money and time, eliminate errors and improve communications. Outlines 34 photocopy techniques that lower costs and expedite such work as charts and graphs, rush messages, material temporarily available and legal documents. Techniques described may be applied to nearly all brands of photocopy equipment. For a copy, **Circle No. 190.**

PRESSURE-SENSITIVE TAPES

Johns-Manville Dutch Brand Div., 22 East 40th St., New York 16, N. Y., offers "How to Select a Pressure-Sensitive Tape," a two-color, four-page booklet, DB-56A,



Planned paperwork doesn't begin in the office where source records are translated into more complex documents. Instead, it begins where source data are created—on the factory floor, at the retail counter, in a sales office. It begins by collecting source data in such a way that subsequent processing is made simpler and produces more information for management. *Only Standard Register offers all major methods of capturing data right at the source.* Check into these various methods. What may now be a neglected area in your paperwork planning can become the source of added management control.

Business Forms and Forms Handling Equipment for Paperwork Simplification

STANDARD REGISTER
BUSINESS FORMS

THE STANDARD REGISTER COMPANY, DAYTON 1, OHIO

For More Information Circle No. 351

with information on types of tapes available, how they are constructed and factors involved in choosing a particular tape for a specific application. A full page is devoted to trouble-shooting problems concerned with tape failures, there is a glossary of tape terminology applied to tapes, a listing of the complete line of Dutch Brand pressure-sensitive tapes, and available technical literature devoted to specific types of tapes. For a copy, **Circle No. 188.**

PRINTING PAPER

Crown Zellerbach Printing Paper Div., 1 Bush St., San Francisco 19, Calif., offers "The Level/Smooth Story," an eight-page, two-color brochure which describes its papermaking concept of combining conventional roll coating with the level action of trailing blade coating on the machine in one continuous operation. Printability of the paper is said to have many advantages for printers. For a copy, **Circle No. 187.**

HOSPITAL FORMS

Uarco, Inc., Dept. TA, County Line Road, Barrington, Ill., discusses record and bookkeeping problems faced by hospital administrators in two brochures. "Does Administrative Workload Require a Diagnostic Check?" treats general problems faced by hospital administrators in simplifying and standardizing paperwork problems, and demonstrates how a hospital should use a dollar value approach to its accounting. "Automated Data Processing Solves Hospital's Patient Billing Problems" is a case study of how Wesley Memorial Hospital, Chicago, achieved a more efficient, yet simplified, system. For copies of these brochures, **Circle No. 212.**

Typists . . .

TRY THIS NEW WAY TO CORRECT TYPING ERRORS

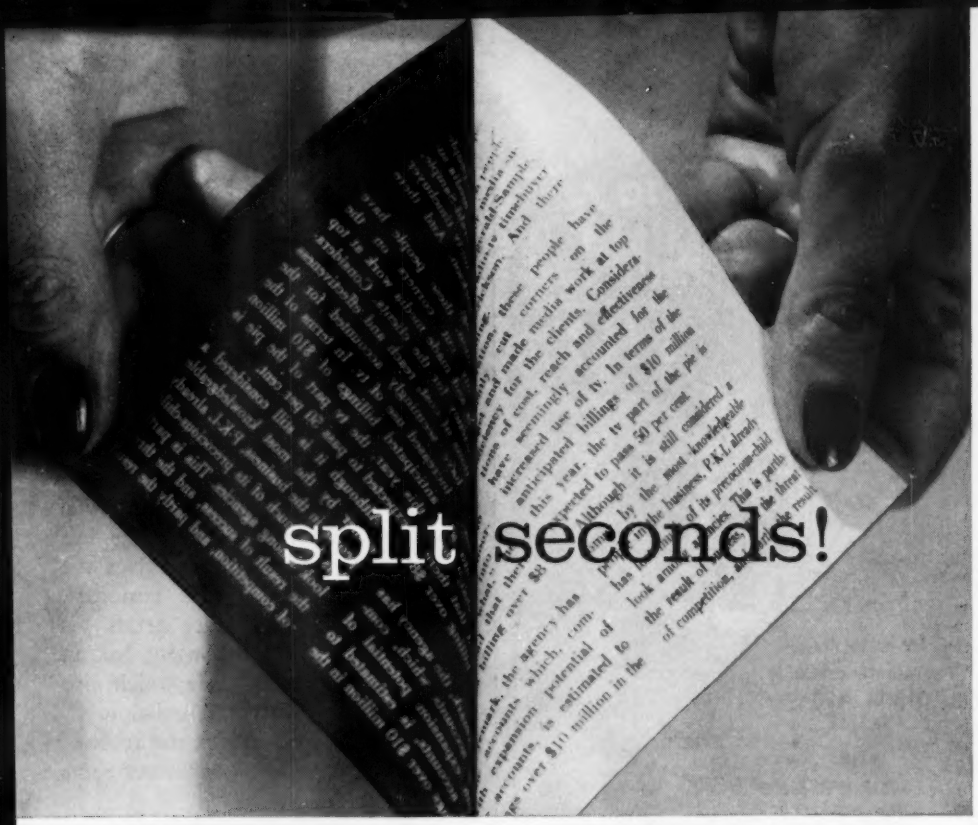
Bid goodbye to old-fashioned erasure smudges. With new, fast drying SNOPAKE as a desk mate, typists can rest easier when they make an occasional mistake. Merely paint on SNOPAKE, let dry for a few seconds, then type right over the area without removing the sheet from the typewriter. Use on letters, invoices, statements, reports, etc. Saves hours of time on typing for photographic reproduction — eliminates costly cutting out or pasting over. Makes a perfect job every time. Artists, too, find SNOPAKE far superior to any opaquing solution now known.

Special Trial Kit, $1.00

Stationers and art supply dealers everywhere carry the Introductory Kit consisting of a bottle of SNOPAKE and a bottle of thinner. If not available locally, send $1.00 for this handy kit.

LITHO-ART PRODUCTS, Inc. 3403 N. Jannsen Ave. Chicago 13, Ill.

For More Information Circle No. 393



That's how fast "peel apart" is with new Photek Diffusion Transfer Papers — almost instantaneous! No clock watching, no foot tapping. You separate Photek negative and positive sheets seconds after exposure and development. Photocopies are ready for routing faster than ever.

Copies are clearer, too. Photek Photocopy Papers and Solutions produce sharp, deep black images on a clear, white background. Every letter, every line — *everything on the original* — comes through in crisp, clean, permanently legible style. There's also a good "feeling" about Photek Photocopies. They handle well, stay flat, file perfectly.

Practically every diffusion transfer machine produces sharp, clear copies with Photek Photocopy Papers and Solutions — the clearly superior system for improving your photocopy requirements. Write for the name of the Photek representative nearest you. Photek, Inc., P.O. Box 1553, Providence 1, R.I.

If It's worth repeating, repeat it with PHOTEK

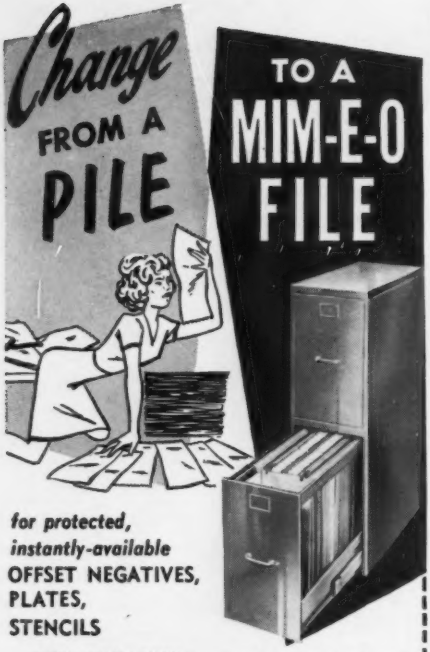
PHOTEK

PHOTEK, INC., PROVIDENCE 3, RHODE ISLAND

A textron COMPANY

Thermocopy Paper • Photocopy Paper
Photocopy Equipment and Supplies

For More Information Circle No. 293

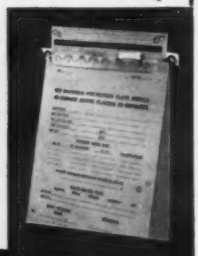


for protected, instantly-available
OFFSET NEGATIVES, PLATES, STENCILS

STOP WASTING time and money! Every time you lose or damage an original, you're throwing away a $10.00 average investment. With low cost, sturdy MIM-E-O STENCIL FILES, you can *immediately* put your finger on a *perfect* stencil, neg or plate hanging free from pressure . . . protected . . . easily filed, easily found.

There's a MIM-E-O model for all types and sizes, to protect from 150 to 1400 "investments".

And new *SADDLE ENVELOPES* hang *negatives, plate plus all work sheets* in a single, handy, compact filing unit . . . in any MIM-E-O model.



SAVE SPACE AND TIME **with EASY-FILE CLIPS and EASY-FIND INDEXES**

MIM-E-O STENCIL FILES CO.
1051 N. Paulina Street, Chicago 22, Ill.

500 Distributors . . . coast to coast, to help you solve your stencil or offset filing problem.

For More Information Circle No. 413

All Our Order Forms

(Continued from page 112)

on the back of each form. There is a code for every possible order.

Since some of our agents are comparatively small businessmen who find it more convenient to hand print the order, the form has 1/3″ spaces for both typing and hand printing. Upon completion, agent separates the last two copies from the set. This is easy with feather edging on the last two sheets of carbon. He retains the last copy (buff) for his records; gives the other copy (blue) to his customer. Since customer no longer sends his order directly to us, our agent has an immediate copy of the sale which also serves as his claim for commission.

The representative mails the remaining seven-part form to our order serv-

Separating bills of lading and shipping original for distribution to trucker, traffic and data processing departments.

which typewriter ribbon is super-sharp?

COTTON RIBBON

MYLAR RIBBON

SILK RIBBON

CARBON PAPER

SEE FOR YOURSELF!

Super Kemlon

THE KLEAN-WRITE SUPER KEMLON RIBBON

Even with the naked eye, you can SEE the difference . . . but magnified! Here's PROOF POSITIVE that new Super Kemlon is a sharper, cleaner writing ribbon than any Mylar, carbon paper, silk, nylon or cotton ribbon! Now—because of a unique new chemical treatment, this miracle fabric will absorb more ink and give more wear than any other ribbon ever made.

Super Kemlon ribbons are so thin that 36 yards can be wound on an IBM spool—24 yards on all others!

SEND FOR YOUR TRIAL ORDER TODAY!

Klean Write Super Kemlon Ribbon—with Dual Spool.

36 yds. for IBM typewriters . . . . . $40.00 per doz.
24 yds. for all other typewriters . . . . . $28.50 per doz.

FRANKEL
manufacturing company
Established 1906
285 Rio Grande Boulevard • Denver 23, Colorado

In New York, contact: Crystal Copy Corporation • 4 West 16th St. • New York, N. Y.

FRANKEL MANUFACTURING CO.
285 Rio Grande Blvd., Denver 23, Colorado

Please send me a trial order of Klean-Write Super Kemlon Ribbons. If I am not completely satisfied, I will return the unused portion and receive credit.

_____ Doz.—for IBM typewriters
_____ Doz.—for all other typewriters
Colors_____
Degree of Inking: ☐ medium ☐ medium heavy ☐ record ☐ offset
Make of Typewriter_____
Name_____
Firm Name_____
Address_____
City_____ Zone____ State_____

For More Information Circle No. 406

After order leaves, shipment notice is returned to order service department and mailed to the agent for follow-up.

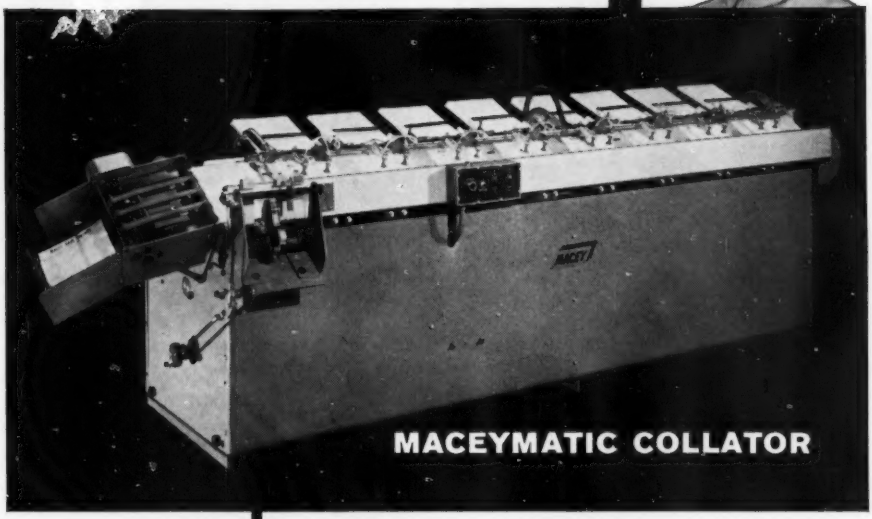
ice department where it is edited for accuracy, and in-stock items checked on the production copy (yellow). This is separated from the set. It contains everything except the price because spot carbon separates it from shipping original.

Production department determines whether order can be filled from floor stock or if a new mold has to be made. If handled from stock, form is sent to shipping department. Otherwise, molding records are established and form is then sent to shipping. A summary sheet also is prepared for the factory.

Meanwhile, order service department, which retained the rest of the set, checks on customer's credit. If his rating is satisfactory, remaining copies are forwarded to shipping department,

For More Information Circle No. 377

"More than pays for itself"—says my boss



HARRIS-SEYBOLD
DIVISION
HARRIS-INTERTYPE CORPORATION

"Hand collating was costing us real money in overtime. I couldn't get out our reports, price lists and data sheets fast enough. Now, with our Maceymatic, I can collate up to 1000 sets of two to eight sheets (5 x 8″ to 9 x 12″) in 30 minutes or less. It staples them, too. And it's not much bigger than a desk. Of course we don't use it all the time. Even so, the boss says it more than pays for itself."

HARRIS
INTERTYPE
CORPORATION

Harris-Seybold Company, 4510 E. 71st St., Cleveland 5, Ohio
Will the Maceymatic Collator pay for itself in my office? Show me.

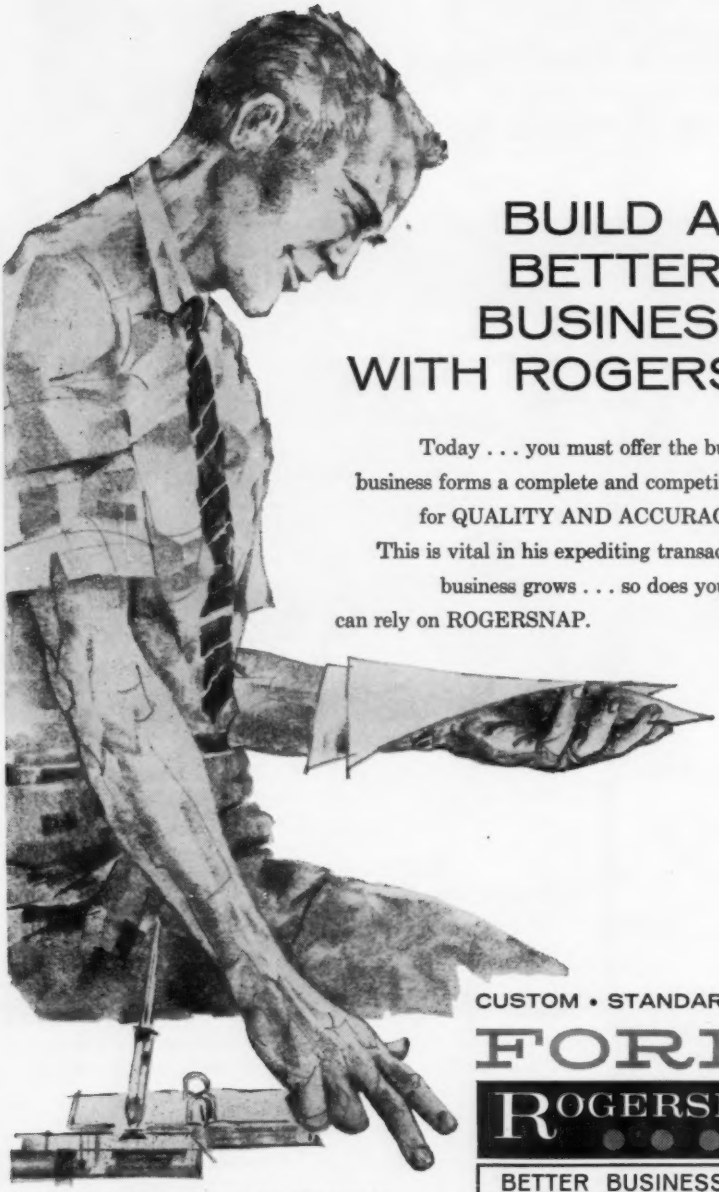
Name_____ Title_____

Company_____

Address_____

City and State_____

For More Information Circle No. 316



BUILD A BETTER BUSINESS WITH ROGERSNAP

Today . . . you must offer the buyer of business forms a complete and competitive line known for QUALITY AND ACCURACY. This is vital in his expediting transactions. His business grows . . . so does yours. You both can rely on ROGERSNAP.

CUSTOM • STANDARD • STOCK

FORMS

ROGERSNAP

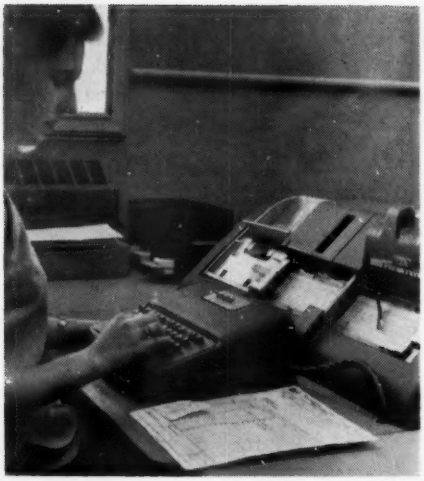
BETTER BUSINESS FORMS

the complete line of

CONTINUOUS, SNAPAPART & STOCK

WRITE FOR DEALER INFORMATION
4924 READING STREET DALLAS, TEXAS

For More Information Circle No. 320



Punched card, prepared from bill of lading and shipping original, is used to compute charges and write the invoice.

matched with production copy and held until shipment is made. Remaining set includes shipping original, three-part bill of lading and a pink shipping notice.

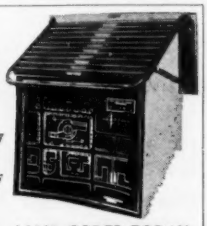
When the shipment goes out, the date, package numbers, weight, routing and transportation charges, if any, are entered on the forms. Shipping order copy of bill of lading is taken by truckman who signs original bill of lading (for receipt of shipment) and it is

Martin

SHEET FILE

Folds Flat Against Wall

- Sturdy, lightweight, easy to install
- 10 removable hangers
- Lock clips hold many sheets with fast removal



Model 30 — $49.50
Model 42 — $63.80

MAIL ORDER TODAY

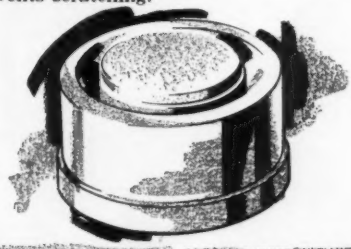
LEWBILL INDUSTRIES, INC.
P. O. Box 221, Scottdale, Pa.

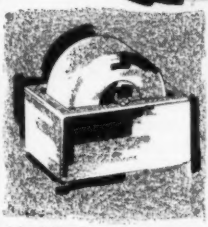
For More Information Circle No. 385

Sengbusch

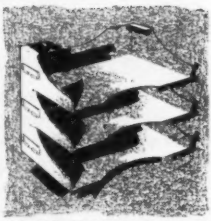
OFFICE AIDS SELL easier, faster, better!

NO-OVER-FLO SPONGE CUP. Ends water marks on furniture and papers. Built-in rubber rim provides stability, prevents scratching.

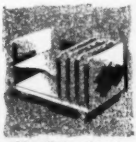




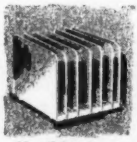
Ideal Sanitary Moisteners. Designed for convenience, efficiency.



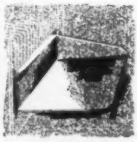
"Build Up" Horizontal Desk Tray. In letter and legal sizes; colors.



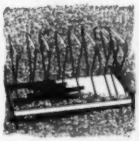
Flexible Steel Kleradesk — Model D



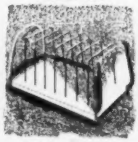
Flexible Steel Kleradesk — Model 6V



File-A-Sist Speeds Filing



Adapto-Rack Sectional Organizer



Cata-Rack for Catalogs and Books

"Capillary Action" Handi-Pen Desk Sets

Write today for full information and prices.

Sengbusch

12-10 Sengbusch Building
Milwaukee, Wisconsin

For More Information Circle No. 386

"Coverteers"

Shown on Model E-15R Harter Chair

DRESS UP YOUR OFFICE CHAIRS

In smartly styled, durable, slip-on covers that provide seating comfort and improve office decor.

Easy-to-apply Coverteers in a variety of quality fabrics recommended by leading manufacturers—will fit more than 100 models of secretarial and executive office chairs.

Write for literature today.

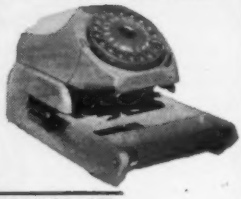
Covercraft Company, Inc.
GOSHEN, INDIANA

For More Information Circle No. 383

NIPPO WELLON

Electric Check Writer

Just turn the dial—that's all, and Presto!—the amount is automatically and clearly perforated.



YOKOHAMA, JAPAN
NIPPO MACHINE INDUSTRY CO., LTD.

For More Information Circle No. 384

filed by our traffic department.

Shipping notice is immediately returned to order service department which mails it to agent who uses it to follow up delivery. The shipping original and memorandum copy of bill of lading are sent to the data processing department where cards are punched and processed to compute charges and prepare invoice. Data processing also types invoice number on shipping original. This is returned to the order service department, which matches it with its file copy and discards the latter. Shipping original, which now contains a complete history of the shipment, is filed alphabetically by order service department. Thus, a single, nine-part form, almost completely filled out at time of sale, controls every step and provides us with a bill of lading and shop order.

Shipping original is matched against a copy of the order kept by the order service department. Then only the shipping original is retained, since it is complete history of the shipment.

with this coupon

REX-ROTARY DISTRIBUTING CORP.
387 PARK AVENUE SOUTH, NEW YORK 16, N.Y.

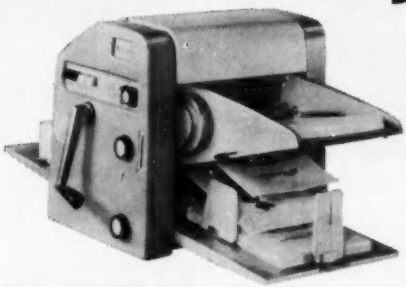
GENTLEMEN: PLEASE SEND YOUR PRINTING SURVEY QUESTIONNAIRE. UPON COMPLETING QUESTIONNAIRE, I AM ELIGIBLE TO WIN A REX-ROTARY D-490 OR AN ELECTRO-REX. I'D LIKE TO KNOW MORE ABOUT ☐ REX-ROTARY D-490 ☐ ELECTRO-REX.

NAME_____ FIRM_____

ADDRESS_____

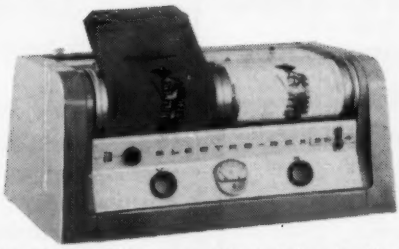
CITY_____ ZONE_____ STATE_____ 010

win this Rex-Rotary D-490



The newest automated silk-screen mimeograph that prints like a professional press, (and even collates while you print).

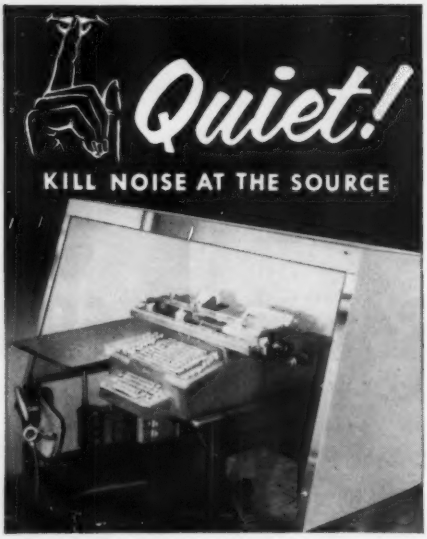
or this Electro-Rex



The electronic stencil scanner that etches halftones, art and type onto mimeostencils or offset plates.

This is all you have to do to win. We are conducting a Market Analysis and need data on printing requirements in offices of varying sizes. We will be happy to send to you the results of this survey which may be of use to you. A drawing will be held on December 21, 1961 to determine who will win the first or second prize. Just fill in coupon above to obtain qualifying questionnaire. For cooperating we will also print 100 copies of any office form free!

For More Information Circle No. 461



Don't let automatic office machines disturb your personnel. Capture and absorb the noise, at the machine, with acoustical cabinets scientifically designed by International Sound Control. From coast to coast, International acoustical cabinets are being used to SHUT IN AND KILL SOUND made by automatic typewriting and accounting machines, key punch and other office machines that must make noise to operate.

Send for illustrated brochure explaining how International Sound Control cabinets are used with business machines.

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Please send me, without obligation, brochure illustrating uses of I S C acoustical cabinets. For —

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Size: ..... Wide; ..... Deep.

NAME .....

COMPANY .....

ADDRESS .....

CITY .....ZONE .....STATE .....

For More Information Circle No. 435

"I, too, have no chance for promotion."

How to Keep The Men Happy

W. D. GRIFFITH,
Assistant Treasurer,
Lilly Varnish Co., Indianapolis

MEN DOING office clerical work are said to be one of the two most unhappy, frustrated groups in America today. (The other group is probably their wives.) The reason for this mental attitude is very clear. It's because employers are handling the situation all wrong.

Employers are trying to fit square pegs into round holes because they fail to recognize the changes that have

IDEAS, TECH TIPS, HELPFUL HINTS, LATEST INFORMATION FOR PLATEMAKERS AND PRESSMEN

SHOP TALK

From the Printing Products Division 3M COMPANY

Now, Easy Way to Delete Unwanted Copy From Plates

There's a new 3M Product that actually lets you delete any unwanted copy from 3M Brand Plates in a jiffy. It's called 3M Brand Deletion Fluid.

Here's all you do: apply Deletion Fluid with a "Q-Tip" to the copy you want to remove. Let it stand for 30 to 60 seconds. Neutralize the area with 3M Brand Plate Cleaner or 3M Brand Fountain Solution. Rinse and gum the plate.

You'll find that the deleted portion will not print and the plate will run clean for its full life.

What could be easier? Order a bottle of 3M Brand Deletion Fluid from your 3M Lithographic Supply Dealer.

Copy Machine Negatives and 3M Plates—A Good Economy Team

The reproduction department of a major electronics manufacturer is now able to produce quality printing and still stay within its operating budget.

How? They replaced direct image plates received from a steno pool with aluminum 3M Plates. Paper negatives are quickly made from original copy in 12 seconds on a copying machine. The paper negative is then passed through a diazo machine with a 3M Plate. By using 11 x 17 paper negatives and 10 x 16 plates, opaquing and stripping time is saved.

The 3M Plate is then processed with 3M Speed Desensitizer and in a matter of minutes the job is ready to run on their Davidson 241 duplicator. No plates have to be cleaned up, and this new system doesn't tie up their camera department. And they get the best possible printing quality at the lowest cost.

Special Offer on Popular Plate Clamp Attachment

This unique clamp fits under the leading edge clamps of the cylinder on your "Multilith" duplicator. It holds slotted or pin bar offset duplicator plates securely in position, in register all during the run.

To get yours free, just write: Printing Products Division, Dept. PBW-101, The 3M Company, 900 Bush Ave., St. Paul 6, Minn. Be sure to specify if your press is equipped with rigid or hinged clamps. Clamp attachments are also available for the ATF Chief 15.

An Aluminum Surface At a Paper Plate Price

You may not realize it, but you can get aluminum printing quality at paper plate prices. Economical 3M Brand Plates are presensitized—instantly ready to expose. You can desensitize them in one step right on the press. They roll up faster than paper and plastic plates.

As for convenience, 3M Plates are easier to handle than paper or plastic plates. They resist scratches and fingerprints and don't soak up water. Additions and deletions are simple to make. They won't stretch out of register. Try 3M Plates now!

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To Make Carbon Copies
Quick, Clean, Easy Way

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Make up to 8 carbon copies at one typing.

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2. Place original sheet over carbon set.

3. Type letter.

4. Snap carbons loose from second sheets.

Available Black Carbons with choice of second-sheet colors: White, Yellow, Green, Blue, Pink, Goldenrod, Buff. Packed 1000 of a color to a box. Shipping weight—14 lbs. per box.
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For More Information Circle No. 382

taken place in men during the past 20 years. They are still developing jobs, then hiring men to fill them. They should do it the other way — hire the man and then fit the job to him. It is far more important to develop a man than to develop a job.

The clerk today is frustrated because it seems his employer is fighting him at every turn. The clerk is given a job to do in which he has absolutely no interest. After doing it for awhile, he realizes a 14-year-old probably could do it if the employer would hire 14-year-olds. The employee develops a frustrated feeling because he is trapped, sees no way out of his predicament, and the employer just seems to sit back and sneer instead of giving a helping hand.

"This is a fine time to come waltzing back from lunch with my secretary."

To make matters worse, the employee reads about the need for executives. Instead of helping him reach that level, the employer seems to be doing everything he can to hold him down. That is the mental attitude the employer must change. To do it, he must change his own line of thinking.

Take a good look at the employee and his background. From the day he was born, he has used the art of work simplification. At a tender age he found all he had to do was yell to get what was needed for his comfort. As soon as he was able to put two and two together, he realized *yell* and *get* were synonymous with cause and effect. He has used this information to simplify his way of life ever since. He could use this vast knowledge to

Waiting for the mail

gives girls a chance to primp!

They might as well! Nothing gets done, in most offices, until the mail is opened and distributed. If you'd like to get work started earlier in your office, get a MailOpener.

- Why? Because a MailOpener opens the mail far faster, more efficiently than anybody can do by hand. It snips a slight hairline edge off any envelope, easily, neatly, quickly, leaves the contents intact. Opens envelopes of any size, any weight, any stock. Big time saver.
- Three models, electric and hand operated, for a lot of mail or a little.
- Ask the nearest Pitney-Bowes office for a free demonstration. Or send for free illustrated booklet.

FREE: *Send for handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*

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Originator of the postage meter...
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For More Information Circle No. 352

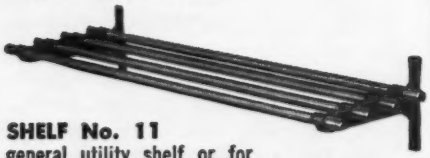
Decorator Line

Aluminum COAT and HAT RACKS

STYLED to harmonize with fine appointments, these smart wardrobe units are quality built of closed-end aluminum tubes rigidly held in cast aluminum brackets. Permanently beautiful in "clear" or "gold' anodized finishes. Mount at any height, on any wall—singly, end-to-end or in tiers, to give any desired capacity. Brackets adjustable to exact centers. Come in lengths by the even foot up to and including 8 feet.

SHELF No. 21
has full length Hanger Rail extending 11⅝" from wall.

SHELF No. 31
has staggered, die cast, anchor-style coat hooks instead of Coat hanger rail.



SHELF No. 11
general utility shelf or for extra hat shelf above types 21 or 31.

NEW SHELF No. 51
Compact space saving design with four Y-18 hangers which mount in special Y receptacles parallel to wall.

Write for Bulletin DL-10

VOGEL-PETERSON CO.
Rt. 83 and Madison St. • Elmhurst, Illinois

For More Information Circle No. 353

good advantage in the office, but is baffled at every turn and a frustrated feeling slowly creeps over him.

When he was in school, and not doing so well in reading and writing, he heard his mother tell the teacher, "He doesn't have to be proficient in such matters—when he gets older he will have a secretary." But the employer hasn't supplied that secretary.

As a teenager in high school, he found he could get just as good a diploma by taking interesting courses like baton twirling, marriage counseling, auto driving, chorus and advertising arts, as he could by taking difficult subjects such as math, English or science. So he took the easier road to gain his end. The employer makes no effort to use this knowledge of work simplification on which the employee's entire life has been built.

The employee knows his methods are best because they have always worked. He has found they take the least effort. But, in every case, the employer seems to take the long way 'round. So the employee believes his employer is doing everything he can to tear him down instead of build him up.

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BECK DUPLICATOR CO., INC.
150 West 26th Street, New York 1, N. Y.

For More Information Circle No. 354

If the employer will look at the employee from this new angle, he will realize what a prize he has. Here is a fellow who is skilled in the art of getting others to do for him. He has become an expert at coaching football teams, raising the neighbor's children, advising the President, and judging beautiful women.

He has passed two mental peaks: (1) age four when he knew all the questions; and (2) age 20 when he knew all the answers. Now he is frustrated because his efforts to reach that third peak — the executive level—are thwarted at every turn, and the employer is the villain. What can the employer do?

First, start building back the employee's ego by eliminating the word clerk—order clerk, cost clerk, credit clerk, and all the rest. Give the fellow a title such as coordinator, programer, processor, formulator, or chief of something. Put a nameplate on his desk to tell the world his status.

Next, make him look important by putting three trays on his desk. They can be labelled "In," "Out" and "Temporarily Stalled." Then give him an assistant (female, of course) to handle the items that reach his third basket so its contents will be held to a minimum.

When he reaches the office in the morning, send him on a breakfast break. Some surveys showed that three out of four accidents involve people who had no breakfast, and you mustn't take chances. Furthermore, irritability of those who skip breakfast is a frequent source of contention and error

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ROCHESTER 1, NEW YORK

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Dept. O-101

For More Information Circle No. 355

in many offices. A breakfast break is very necessary, for it is likely his wife didn't have time to fix one before he drove her to work on his way to the office.

If he doesn't have a car, buy him one. Since 70% of the pedestrians killed are men, and nine out of ten of the pedestrians killed don't drive cars, you have to protect your investment if you are building him up.

Even if he has a car you should buy him one anyway. Then his wife can use one to drive to work. He won't have to take her, so he should get to the office earlier each day. You then have more chance for increased production.

After this part of the program is under way, you will see a noticeable change in the man. The idea is developing that possibly the employer is on his side after all. Sure, the feeling of frustration is still there, but much of it has been covered by new thoughts of what the future might bring under this change in employer attitude.

Now is the time for the employer to go into high gear. If you can't make him an executive yet, make a game of it and let him play he is an exec.

First, buy him a membership in a country club. His health is important, and until now his only exercise has come from jumping to conclusions, stretching the truth, bending over backwards, elbow bending, and he would like to take a stab at throwing his weight around. One authority has said an executive should not spend more than half his time at his desk. If the employee is to get away, like an ex-

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For More Information Circle No. 356

ecutive, he has to have somewhere to go.

Next, see to it that he joins at least one or two business organizations. By attending meetings, particularly the social hour preceding them, and listening to the gripes of others, he may decide his lot isn't so far out of line after all. But that isn't the main point. This step gives him the opportunity for a petty expense account, so necessary for building his ego.

Your next step in playing executive with him is to send a case of booze to his home, and see that he always has a supply on hand. You know he can't afford this necessity on what he is being paid, so it must be considered as part of the investment in his future.

This is necessary for his pre-dinner cocktail. When 6000 executives were queried, two-thirds said they regularly enjoyed the relaxing effects of a pre-dinner cocktail, although 84% of them said they held to a two-drink limit. This ritual is a boon to the life of a normal, healthy adult. It helps release him from the cares of the day and prepares him for a comfortable evening. But explain to him how all this fits into the picture, and insist on the two-drink limit. He hasn't reached the higher level yet—he is only being groomed.

Now that he has begun developing along executive lines, choose the area of activity for which he is best suited —the work at which he will be most happy. As Ed Traut of Milwaukee has put it, "Work in itself is not a concrete thing, it is purely a mental attitude. Regardless of what you are doing, if you do it with a feeling of compulsion, it is work. If you have no

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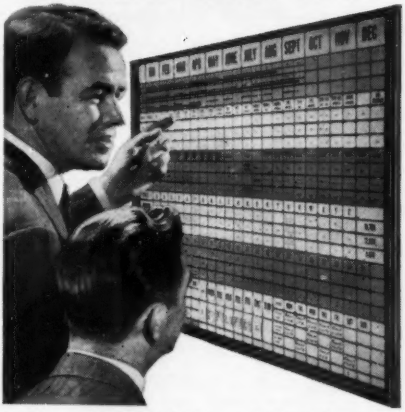

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For More Information Circle No. 357

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For More Information Circle No. 358

Dear Jim:

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at the end-of-the-year for ... four reasons.

1... A letter ... on a
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is the **FRIENDLIEST** way we know to wish all our friends the very best.

2... A letter ... on a
GOES HOLIDAY LETTERHEAD
is just about the **LEAST EXPENSIVE** ... yet **MOST EFFECTIVE** way we've found to do this important goodwill building job.

3... A letter ... on a
GOES HOLIDAY LETTERHEAD
is truly a thing of **BEAUTY.**
4 or 5 colors. Usually with the added eye-appeal of gold. We always get harmonizing envelopes to go with our selection made from
58 DELIGHTFUL HOLIDAY DESIGNS.

4... Our printer ... and, I am sure, your printer has samples of the new
1961 GOES HOLIDAY LETTERHEAD LINE.
He will be glad to show them to you.
Call him today.

Cordially, Bill

P.S. Attention Printer:
If you have not already received your **1961 GOES HOLIDAY LETTERHEAD** samples. They're **FREE.** Send request on your letterhead.

Goes LITHOGRAPHING CO.
42 WEST 61st STREET, CHICAGO 21, ILL.

For More Information Circle No. 378

feeling of compulsion, it isn't work."

Suppose this employee's area is forecasting. You now subscribe to a number of services. He brings the data together, develops charts and graphs to indicate what the next month, or quarter, or year should hold. This is tiresome, even with an assistant to do all the work except sign the final draft.

Because of his desire to simplify work, and at the same time make it interesting, he remembers an article he read a year or so ago. It indicated how business trends can be spotted just by watching women's fashions. Certain areas tend to become more prominent before good times, and less so before bad times.

After explaining to Bessie the importance of such a chart, he finds she is willing to cooperate, so the project

"But if I get the raise I may be able to afford to live as I'm living."

is started. Her measurements are taken and the chart extended each week. Within a few weeks it is very probable interest has reached such a pitch that charts are being plotted throughout the office. Then periodic conferences are held to compare charts and determine what they imply—their impact on the future. Conferences are important to executive status.

Within a few months management may find it can cancel most of its subscriptions, and rely 100% on its internal forecasting. The man is happy in his work and the company is saving money. A fine result of letting the employee fit a job to himself rather than management attempting to fit him to a job.

Although he has a membership, this

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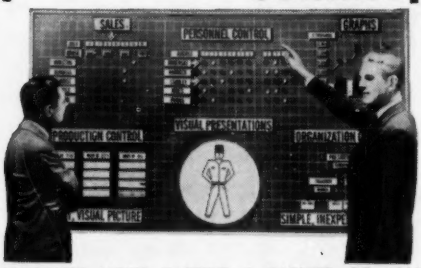

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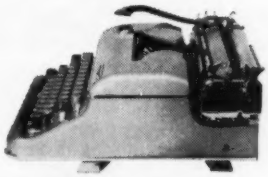

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the new office typewriter with basic new features and modern styling and finish in perfect harmony

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For More Information Circle No. 360

rising employee cannot go to the country club every day, especially in the winter and bad weather. Still he needs a certain amount of exercise to keep him fit on the job. To take care of this situation, get him an electric massage chair. The employer should supply one of these for each man. A sofa in his office would also be helpful for use while reading or dictating. An employer might not want one of these for each man, but all of them would not be reading or dictating at the same time, so possibly one for every six men would be sufficient.

As this program unfolds you will find each man is becoming more and more a company man. His outlook expands. Instead of going to his superior with each little problem affecting his welfare, he studies each situation and gets the answer for himself.

For example, one fellow suddenly developed aches and pains, and neither he nor his wife could account for his trouble. Never once did he mention it at the office. He checked and thought as he stayed on the job.

One evening he arrived home and happily told his wife, "I've found the solution. Along with this program we're going through at the office they got in some ultra modern furniture two weeks ago. Today I found out I've actually

The Business Game goes smoothly when moves are signalled by

GEORGE B. GRAFF COMPANY
54 Washburn Ave., Cambridge 40, Mass.
For More Information Circle No. 217

been sitting in the wastebasket." This shows how an employee's thought processes can be stimulated when his own well-being is involved.

Only time and careful study will determine all of the advantages of such a program and its impact on our economy, but immediate benefits are readily apparent. No longer will men doing clerical work be considered frustrated. They will be happy and contented. No employer following this program will have to worry about where to find future executives. He will have potentials flowing out of his ears. Unemployment will be lessened, for each man will have at least one assistant not on a payroll at the moment.

Best of all, the cost will be very moderate, for 52% will be money now going out in taxes. The company's cost will be only 48c on the dollar. When you can get $1's worth of something for 48c it's a bargain anyone should grab. Furthermore, the government will lose little or nothing for the additional employees will pay a tax on their wages. More employed, bigger payrolls, more spending, more taxes collected, and everybody happy! Who will be the first to start the ball rolling?

Annual Systems Meeting

(Continued from page 100)

Year, and will be presented this award at the meeting.

PANORAMA PROGRAMS

Functions of the Systems Department: J. W. Hazlett, Shell Oil Co., New York.
Organization & Responsibility of Systems Department: Rudolph Jenks, California Bank, Los Angeles.
Total Systems Concept: Roger W. Christian, Factory Magazine, New York.
Systems Tools & Techniques: Carl W.

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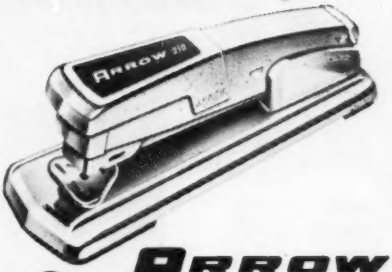
for streamlined beauty and versatile duty



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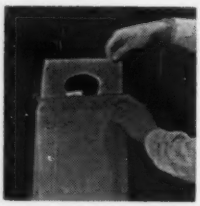
Large and Small Cabinets for all sizes and types of plates, negatives, stencils, etc. Models to file 50 to 1400 items.

Atlas Nega-Plate Hangers give extra protection to negatives, plates, artwork in permanently attached envelope-hanger units. Available for filing in any Atlas cabinet, old or new.



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Schoepfle Booz, Allen, Methods Services, Cleveland.

Records Management: Thomas Forello, Cleveland Graphite Bronze Div., Clevite Corp., Cleveland.

Report & Procedure Writing: Clifford I. Haga, University of Minnesota, Minneapolis.

How Computers Change the Systems Design: M. W. Anderson, Crucible Steel Co. of America, Pittsburgh.

Economic Justifications: Michael E. Tobin, Arthur Young & Co., Chicago.

Selling Your System: Frank Goelz, Radio Corp. of America, Camden.

CONFERENCE PROGRAMS

Budgetary Preparation: William F. McCandless, Bureau of the Budget, Washington, D. C., Oct. 9, 2 p. m.

Budgetary Control: Aaron Rosenthal, National Aeronautics & Space Administration, Washington, D. C., Oct. 9, 2 p. m.

The Systems Planning Staff—A Management Tool: J. P. Smith Jr., Scott Paper Co., Philadelphia, Oct. 10, 9 a. m.

Changing Role of Systems to Create Management Information: James D. Gallagher, McKinsey & Co., New York, Oct. 10, 9 a. m.

Management Implication of a Total Information System: Neal J. Dean, Booz, Allen & Hamilton, Chicago, Oct. 10, 2 p. m.

Management Expectation Through IDP: Ralph Besse, Cleveland Electric Illuminating Co., Oct. 10, 2 p. m.

Profiling the Field of Business Systems: Dr. Adrian M. McDonnough, F. W. Taylor Management Laboratory, Wharton School of Finance & Commerce, University of Pennsylvania, Philadelphia, Oct. 11, 9 a. m.

Research in Business Systems: Joseph E. Carrico, Arthur Anderson & Co., Cleveland, Oct. 11, 9 a. m.

SEMINAR PROGRAMS

Systems Personnel Administration: H. L. Whitcomb, Budget Div., Dept. of Finance, State of Ohio, Columbus.

Systems Project Administration: Dr. Gibbs Myers, Kearfott Div., General Precision Co., Little Falls, N. J.

Gaining Management Acceptance: Thomas H. Browning, Owens-Illinois, Toledo.

Total Systems Concept: Dr. H. N. Laden, Chesapeake & Ohio Railway Co., Cleveland.

Management Audit: Dan Crone, Canadian Broadcasting Corp., Ottawa.

Role of Systems Man in Management Planning: Allan Y. Davis, General Staff, Inc., Eastchester, N. Y.

Psychological Problems in Systems Work: Dr. Edwin F. Raub, Edward N. Hay & Associates, Philadelphia.

Work Measurement: T. J. Filipski, Cleveland

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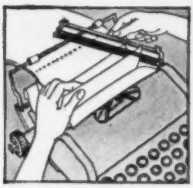

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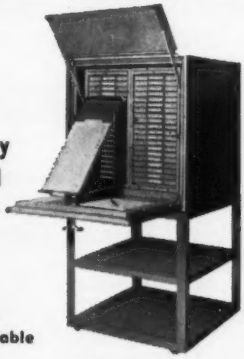

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NEWS OF THE Office

Government Purchasers Meet

The National Institute of Governmental Purchasing will hold its 16th annual conference and products exhibit at the Hotel Commodore, New York, Oct. 8-11. A solid professional program and an outstanding products display constitute the core of the meeting. Highlights include visits to industrial plants and other installations at the close of the conference. An NIGP Better Purchasing Award of $500 will be presented to the winner of the essay contest on "How To Buy Capital Equipment." Action will be taken on a proposed plan for professional growth and development of members.

NASS Annual Convention

The National Assn. of Suggestion Systems reported that $15,690,119 was paid to employees of 237 reporting companies in 1960 for nearly a half-million adopted suggestions. Largest single payment came from Boeing Airplane Co., $9985. NAAS president, H. V. Bostock, said that in 1955 the average award was $30.22; in 1960 it was $33.48. Approximately 800 delegates will attend the 19th annual convention of NASS at the Netherlands Hilton Hotel, Cincinnati, Oct. 29-31.

Heads Federal Accountants

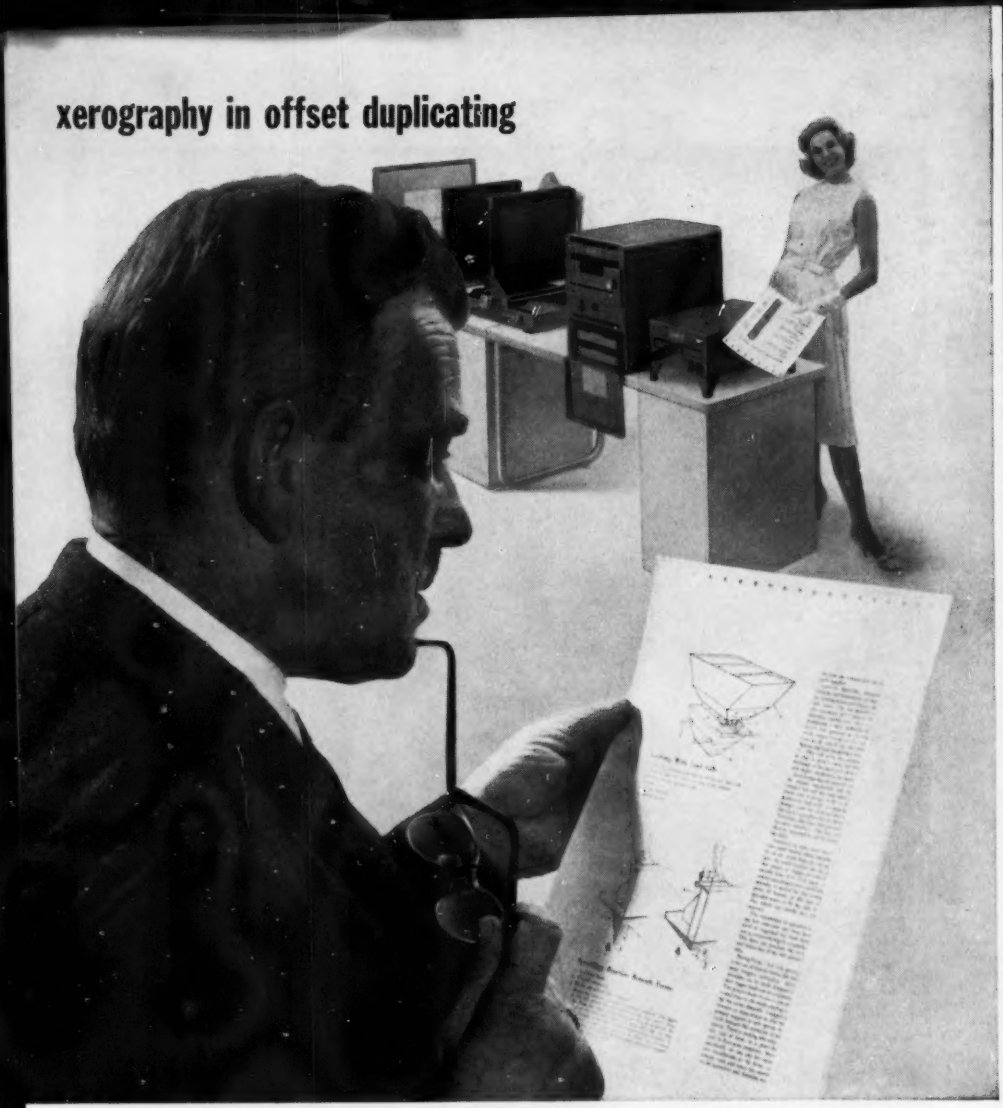
James A. Robbins, Washington, D. C., deputy chief, U. S. Army Audit Agency, was elected president, Federal Government Accountants Assn., an organization of 4100 financial management executives in military and civilian agencies. Other officers are: Robert J. S. LaPorte, New Orleans, first vice president; Russell B. Kelley, Boston, second vice president; Charles A. Phillips, Washington, third vice president.

ARF Computer Symposium

Armour Research Foundation will hold its 8th Computer Applications Symposium Oct. 25-26 at the Morrison Hotel, Chicago. Business and management applications will be stressed the first day, scientific and engineering applications on the second day. The two session chairmen will be Charles A. Phillips, Office of the Assistant Secretary of Defense, Washington, D.C., and Dr. Robert P. Rich, Johns Hopkins University, Silver Spring, Md.

Computer Test for Programers

Wolf Research & Development Corp., Boston, specializing in consulting services on digital computers, announced PAT (Programer Aptitude Tester) which records real-time answers given by a person taking a multiple choice test of 100 or less questions. The job-seeker sits in front of a typewriter which feeds information directly to the computer. He reads questions from cards and decides which of five listed answers is correct. His answer is recorded when he types it on the input typewriter, then computer types out the number of the next question. The computer records right and wrong answers and times the person taking the test. When test is completed, computer immediately furnishes a raw score (correct answers minus one-fourth of wrong ones), a time-adjusted score, the mean time (average) per question, number of seconds required for each answer, and mark for each answer. Information is recorded on a tape



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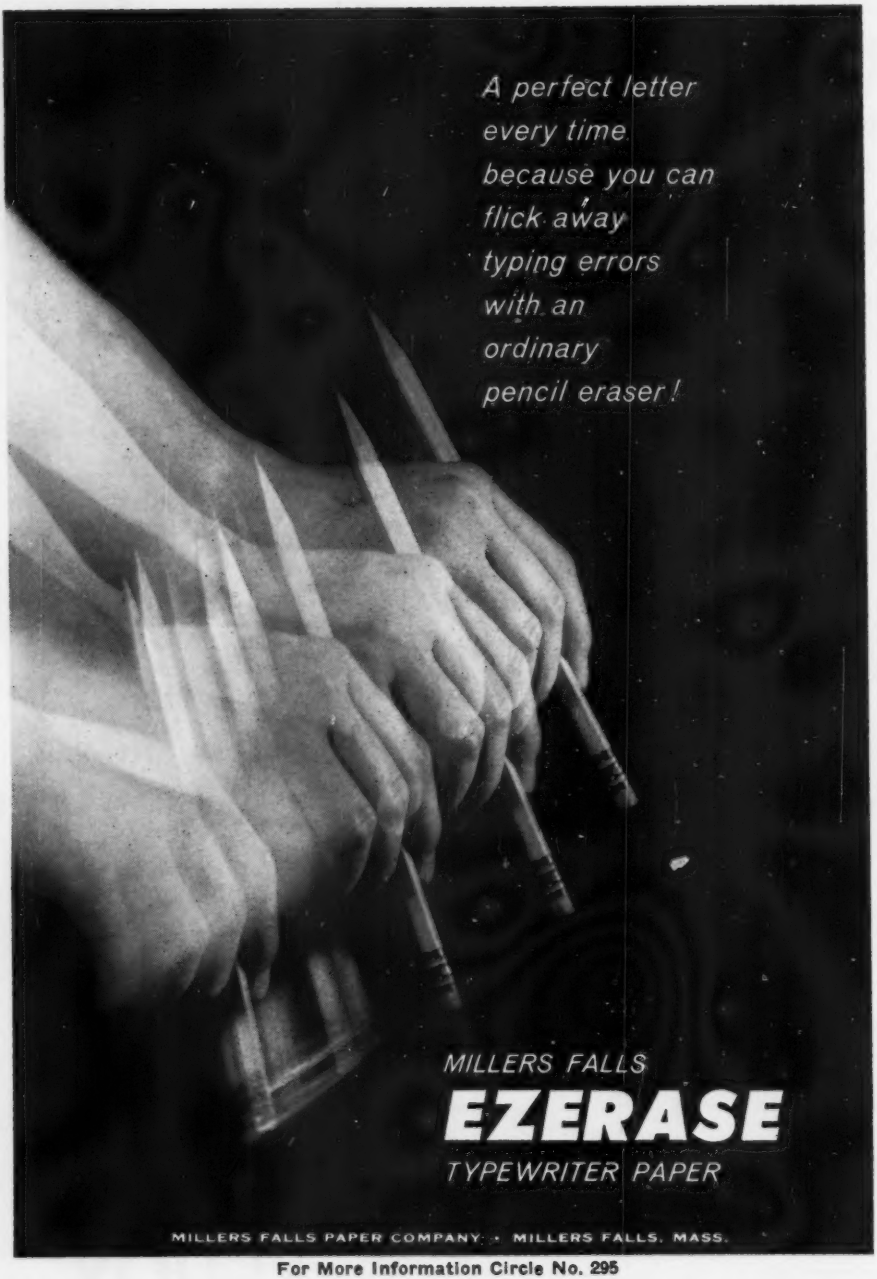

For More Information Circle No. 295

for reference. This method of testing programers also allows observation of applicant's response to a computer. It is possible to examine the results and decide which questions are most helpful in determining aptitudes for programing.

Equipment Leasing Firm

Formation of Pioneer Leasing Corp. as a wholly-owned subsidiary of Artnell Corp., was announced by A. C. Allyn, Jr., president. The new firm, at 120 S. LaSalle St., Chicago, specialize in leasing office equipment, machine tools and store fixtures in the midwest, expanding nationwide later. John W. Allyn, Artnell vice president, is president of Pioneer. Robert Simkins, former central division manager, Security Leasing Co., Salt Lake City, is operating vice president. Other officers are A. C. Allyn, Jr., and G. W. Breuer, vice presidents; H. N. Sharrow, treasurer; and Mark Moore, secretary.

Computer Talks and Sings

A computer has been programed by Bell Telephone Laboratories to accept punched cards for different phonetic English language sounds and control signals for pitch, timing, etc. Output digital magnetic tape can be converted to variable magnetic sound track and played on any tape recorder. Thus the computer can both speak and sing. Applications of the idea would allow a person at a keyboard to "make a speech" miles away. It also could be used by people unable to speak.

Largest Office Move

Equitable Life Assurance Society of the U. S. has completed the largest commercial move in history, transferring 7350 employees and 75,000 pieces of equipment in 1800 vanloads to its new office building in New York. The 42-story structure is the world's largest privately owned building with a single occupant.

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Smith-Corona introduces two products for better, easier electric office typing

ELECTRI-TYPE CARBON PAPER

Smith-Corona uses *only* 100% rag tissue in making Electri-Type Carbon Paper. That means you get a sheet that will take a pounding, that will stand up on the hardest of platens without puncturing. Unlike other carbon paper, the ink is not coated onto the surface of Electri-Type but actually forced *into* the paper, producing a carbon that keeps on making sharp, clear impressions long after others have faded.

Smith-Corona has also tinted one side of Electri-Type with a distinctive, contrasting color to eliminate guesswork and speed up collation and separation. There's no skimping on size with Electri-Type, because every sheet is larger than average to cover *any* typing job no matter the size. Every one of Electri-Type's special features is the result of actual office tests and requests; it's the carbon paper designed for faster, better electric typing.

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Smith-Corona's Madame Butterfly ribbon is made of the finest quality pure silk, because *only* pure silk can produce the sharp impressions needed for photographic reproduction.

Madame Butterfly is kind to both the typist *and* the typewriter. Errors are easier to erase, the type doesn't fill up with excess ink causing splotchy printwork, and there is no lint problem.

Because of their extra high quality, Madame Butterfly ribbons will last considerably longer than ordinary typewriter ribbons.

Smith-Corona, by using finest quality silk, has made Madame Butterfly ribbons considerably thinner than other ribbons. That means you can make more copies than you ever thought possible.

Electric office typing deserves the best, and the best ribbons you can buy are Madame Butterfly by Smith-Corona.

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RAY MARIEN,
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Black-and-white illustrations of human figures in believable action poses, heretofore unavailable without paying for a high-priced illustrator, are available from clip-books at nominal cost. Pen-and-ink renderings of people in every conceivable type of dress and action can be purchased for a fraction of the cost of a commercial artist's handwork. Whole books of these are available for a few dollars. Just clip one out, mount it and you're ready for camera.

Perhaps, you need some lines of type for titles and text around your picture. Hundreds of type styles, in all sizes and shapes, are available on paper or acetate. You can set them in lines by hand. If you have pages of type to set (paper type is more practical for headings), the VariTyper composing machine provides interchangeable type faces. Other typewriters, such as the IBM and Justowriter, also can set type with flush

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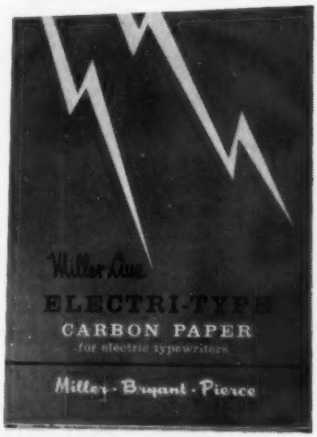

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margins on the *right* as well as on the left. The Marginator attachment provides similar results on regular typewriters.

Suppose you want white type on a black or dark background. This is best handled by a photographic reverse, but there are press-down types that transfer lettering in *white,* directly onto your black background. All these mechanically made types are fine for printing jobs or work to be photographed. Press-down type, available in black, white and colors, is also perfect for poster work or flannelboard presentations.

For large charts and displays, mechanical lettering and ruling guides do rapid, neat work and produce standard letters of the same size and width every time. So the office artist has the tools at hand to turn out a professional job at reasonable cost, without sending outside for skilled artistry.

For screen tints, there are dot patterns made in endless arrangements which simulate various shades of gray. Actually, photographs you see printed in newspapers and magazines have no gray at all in them, but are black ink on white paper, printed from halftone plates which simulate any shade from black to almost clear white through the use of tiny dots of different sizes. For screened effects, commercial tints in black-and-white dot and line patterns are available in acetate sheets. To put a gray suit on the line drawing of a man, press down a sheet of screened tint, in the shade you desire, burnish it slightly and trim it with a knife or razor blade to conform to the outline of the drawing. Presto, your office duplicator will print it "gray" even though the

operator uses black ink. This screen tint idea is also used in office forms to tone down lines, permitting the black type and filled-in data to stand out and be more easily read. Screened tints are available in color for use in charts and presentations where both solids and shades of colors are desired.

Solid color acetate overlay sheets can be used for color-separated camera copy. Their advantage over painted artwork is that they leave no brush marks to mar the evenness of the copy.

Many offices make visual presentations for overhead projection. This type of projector takes transparent copy and throws it up on a screen many times larger than the original, in color if it is so prepared. Series of these "slides" are used for training purposes, sales presentations, product demonstrations, management meetings for statistical review, etc. For a small group, portable viewers will present the films in their original size in color. The most common original size is 8″ x 10″, easily seen in a small room if the presentations are simple.

Slides for overhead projection are simple to produce. Unlike 35 mm color slides, they can be made in color, entirely in the office and without a darkroom, from artwork prepared by semi-skilled personnel using tools outlined

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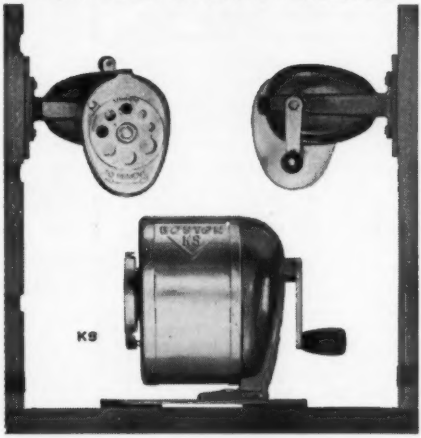

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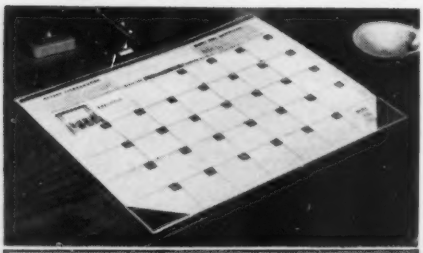

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in previous paragraphs. Lettering guides, paper type, acetate tapes instead of inked ruled lines, acetate overlays in screened tints or solid colors, photographic and line art, and many other techniques are applicable.

It is also possible to do multicolor work from artwork prepared entirely in black-and-white via the diazo process. Films are converted into sparkling color sheets and designs when subjected to a light source and developed. These can produce only one color at a time as the coloring agent is in the chemical solution and not on the film. However, colors can be daubed on by cotton dipped in trays of various coloring chemicals.

If you don't wish to change solutions to achieve different colored foils, you may resort to the "pickle-jar" technique. Here, a wide mouthed, large glass jar is used. A sponge is placed at the bottom and saturated with a few drops of ammonia. The foil (in the color desired) is passed through the light source but *not* through the wet part of the copier. Instead it is dropped into the pickle jar. The lid is clamped or screwed on quickly and after a few moments you can see the color appearing through the glass. When it reaches the shade you desire, or appears to be fully developed, you pull it out. This technique is not recommended if you are slow of hand and allergic to ammonia fumes. The pickle jar is a commercially available developing unit in the form of a long glass tube.

For each color desired, a separate foil must be made, unless either the daub-on or acetate color overlay techniques are used. In the latter method,

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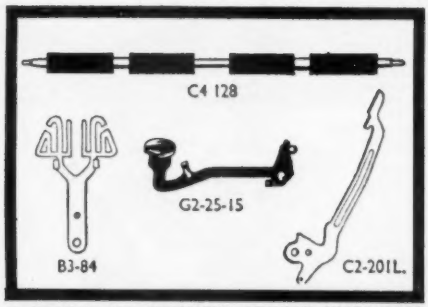

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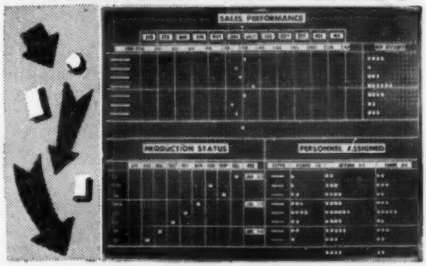

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swatches of transparent color are laid in on the film, burnished down and trimmed to size with a knife. Care must be taken during this process as the strip-in method has drawbacks. Even when burnished carefully, air bubbles trapped inside show up as smudgy blobs when projected on the screen, blown up six times or larger. Any imperfection is magnified along with good features of the visual. That means that careless knife cuts in the film, from clumsily done color inlays, or inlays that don't quite kiss each other but leave blank gaps, no matter how tiny, become glaring flaws when projected.

Conversely, laying-in color on blackline film is usually cheaper and a greater number of colors can be put on. If separate foils are needed for each color in the diazo method, it means that seven foils would be required for a seven-color job. This would result in a build-up of layers that would be difficult to register as well as present difficulties in

A dotted screen tint applied to a clipbook line drawing to simulate gray.

(Continued on page 310)

For More Information Circle No. 421

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NEWS OF THE Industry

Litton Acquires Cole Steel

Acquisition of Cole Steel Equipment Co. and its affiliates by the Business Machines Group of Litton Industries was announced by Cole president, S. T. Scheinman, and Fred R. Sullivan, senior vice president of Litton Industries and head of the Business Machines Group which includes Monroe Calculating Machine, Sweda Cash Register, A. Kimball and Integrated Data Processing Divisions. Cole will be acquired through an exchange of stock. Present officers and management groups will continue to direct Cole's activities. With current annual sales of $20 million, Cole's line of office equipment and machines complements Litton's activities in these fields. Cole plants in York, Pa., and Toronto total 1 million sq. ft. The company employs 1400 people and has a distribution organization throughout the western hemisphere.

3M Vice Presidents

Raymond H. Herzog

Election of Raymond H. Herzog as vice president of Minnesota Mining & Mfg. Co., and Edward J. Kane as a division vice president, was announced. With 3M since 1941, Mr. Herzog has been general manager of the Duplicating Products Div. since 1956 and a division vice president since 1959. He continues to have overall responsibility for the duplicating products, microfilm products and paper products divisions, and Thermo-Fax Sales, Inc. In addition he now has overall responsibility for the 3M Printing Products Div. Mr. Kane was named division vice president for printing products.

BBM Photocopy Buys Bohn

Acquisition of Bohn Duplicator Co. by BBM Photocopy Mfg. Corp. for $1,500,000 in cash and 18,182 shares of common stock was announced. Bohn sells calculators, stencil duplicators, spirit duplicators and supplies used in connection with its products through dealers in 49 states. Its sales for last year were $2,776,693, and for the first quarter of this year, $897,354. Election of Saul S. Weitzman as chairman and Leon Bohn as president also was announced.

SoundScriber President

Justin L. Turner was named president, SoundScriber Corp. He succeeds Stanley C. Hope who was elected chairman of the board. William L. Less, past chairman, was elected chairman of the executive committee. Mr. Turner was president of Foregger Co., and previously had been with Remington Rand and American Can Co.

McCollister Goes to RCA

Edwin S. McCollister was appointed vice president, marketing, Electronic Data Processing Div., Radio Corp. of America. He was director of marketing, Univac Div., Sperry Rand Corp. In 1955 he became marketing vice president, ElectroData Corp. Following the merger of that firm with Burroughs Corp. in 1956 he became

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For More Information Circle No. 296

Yale Filing Supply Co. Div., Smead Mfg. Co., recently moved its offices and factory to this new building in Los Angeles.

director of marketing of the ElectroData Div., retaining that position until elected a corporate officer of Burroughs and becoming general manager of the Data Processing Systems Group.

Polymicro Distributor

Photorapid Corp. was appointed, by the importer, one of the national distributors of the French photocopying machine, Polymicro, and the electronic high speed copier, Arcor, it was announced by James H. Rouse, Photorapid president.

President of Litton Industries

Roy L. Ash was elected president of Litton Industries, Inc., Charles B. Thornton, chairman and chief executive officer, of the company, announced. Mr. Ash has been successively vice president, vice president and treasurer, president of Litton Systems, Inc. (the company's largest operating subsidiary), and executive vice president of Litton Industries.

Perfex Roller Distributor

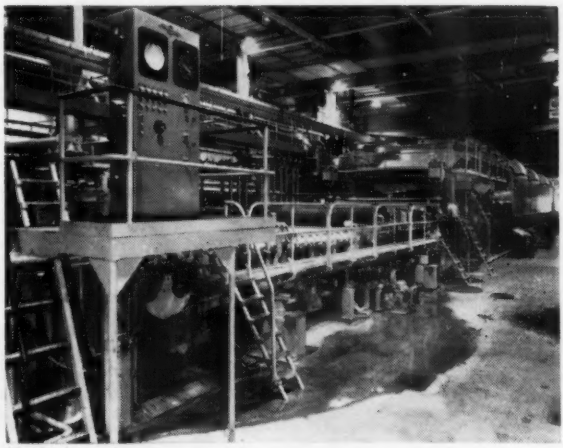
Direct Image Corp., 3311 W. Beverly Blvd., Montebello, Calif., is distributor for Perfex Disposable Dampening Rollers, which are made up of one form and ductor, complete with cores and molletons. Rollers are available for Multilith 1250, and 1250 W (11 x 18), ATF-15 (Whiten, Photostat) 221, 251 and 233 Davidson duplicators.

Royal McBee Appliance Div.

Royal McBee's Appliance Div., which markets the complete line of Royal portable typewriters, was reorganized into ten appliance market areas, W. H. Beckwith, vice president in charge, announced. Each area will be headed by an appliance manager, reporting directly to headquarters, who will supervise territorial managers.

Columbia Export Offices Move

Columbia Ribbon & Carbon Mfg. Co. is moving its International Div. offices to



This 124″ D. B. Smith 110 Fourdrinier papermaking machine is part of a two-year, $4¼-million expansion at Wausau Paper Mills Co., Brokaw, Wis., which increases Wausau's fine paper production from 125 to 235 tons daily. In addition, the machine room was doubled in height with mezzanines at both ends, electrical and steam power facilities were increased, and a 100,000 sq. ft. building for finishing, assembly and shipping was added.

new, expanded quarters at 8 West 40th St., New York, Henry B. Holmes, executive vice president, announced. Joseph Ziober was named sales manager of the division and will work with Herman Lutz, manager. Mr. Ziober was with Remington Rand International Suppliers Div. more than 32 years.

Rubbermaid Promotes Mincks

W. Jay Mincks, housewares salesman for Rubbermaid, Inc., was promoted to assistant sales manager of the commercial division, John D. Gans, commercial sales manager, announced.

Acco Active in Britain

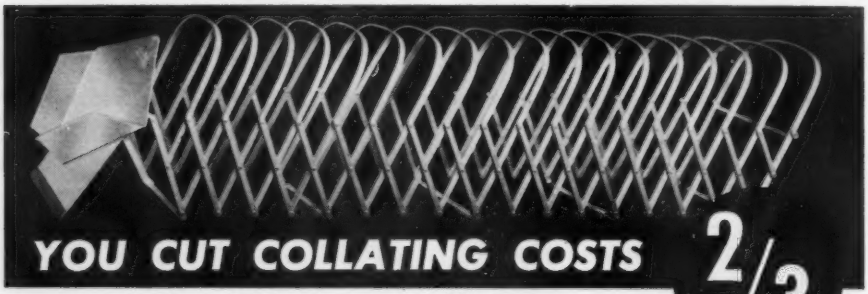
G. Donald Murray III, executive vice president, Acco International Div. of Natser Corp., announced re-establishment of management relations with Acco Co., Ltd., London, England. The British company, chartered as an Acco affiliate in 1926, was bombed out during the war. In line with Acco's increasing emphasis on international marketing, it will cooperate with its English affiliate in developing British markets for the Acco line of office supplies.

Bendix Computer Appointment

Anthony G. Baragona was appointed advertising and public relations manager for Bendix Computer Div. He joined the division two years ago as assistant advertising and public relations manager; was previously with the computer department of General Electric Co.

A. B. Dick Field Sales Manager

Appointment of Lawrence M. Aikens to the new position of field sales manager was announced by A. B. Dick Co. He will be responsible for field sales operations which include all domestic sales made through distributors and subsidiaries, said Alexander St. John, general sales manager. Regional, district and subsidiary managers will report directly to him. Dur-



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For More Information Circle No. 365

ing his 18 years with the company, Mr. Aikens served in Milwaukee, Cleveland, Detroit and New York.

Copease Names Higgins

Copease Corp. appointed Cal Higgins as sales promotion manager, Charles E. Hallenborg, president, announced. Mr. Higgins was advertising manager of Western Newspaper Union for six years, and served in sales promotion with American Type Founders.

Photo Materials Co. Moves

Photo Materials Co. has moved to larger quarters at 2450 Estes Ave., Elk Grove, Ill. The building is designed for integrated manufacturing and assembly steps to produce more than 20 items in the Photo Materials and Martin Yale lines.

NSOEA To Go West Again

The National Stationery & Office Equipment Convention & Exhibit will go west again next year and stage its second western show Feb. 16-18 in San Francisco. Brooks Hall will be the exhibit site according to J. Howard Patrick, NSOEA president for 1960-61.

Fairchild Service Manager

Forrest L. Perkins was named general service manager for the Business Machines Div. of Fairchild Camera & Instrument

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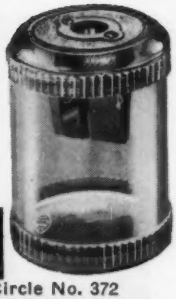

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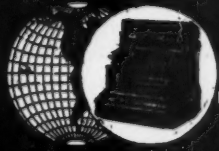

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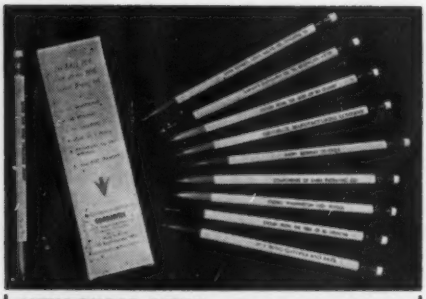

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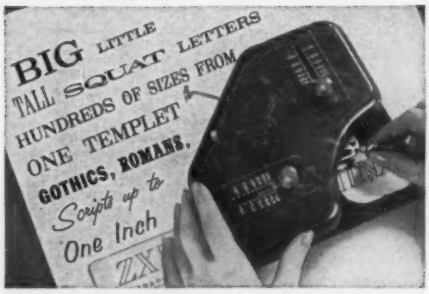

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Corp. and reports directly to C. F. Shaffer, general manager. Prior to joining Fairchild, Mr. Perkins spent 15 years with Pitney-Bowes, Inc., starting as a service representative and progressing to general service technician in 1958 when he left to join Macey Co., subsidiary of Harris-Intertype Corp. where, in 1960, he was promoted to production and plant manager.

Asleson Joins Xerox

Robert F. Asleson has joined Xerox Corp. as assistant to the president, it was announced by Joseph C. Wilson, president, who said Mr. Asleson will serve his office in a wide range of administrative activities.

Davidson Distributes Protype

Davidson Corp. announced it will distribute the Protype Photo Typesetter introduced by Protype Graphics. Davidson has handled this line for the past six years. The Protype sets type rapidly and works under room light.

Dictaphone Appointment

Richard W. Tompkins was appointed assistant advertising manager of Dictaphone Corp., according to Lloyd M. Powell, president. He will assist Joseph F. Anderson, advertising manager.

A. Bertram Holmes Dies

A. Bertram Holmes, former board chairman, Columbia Ribbon & Carbon Mfg. Co., died in his 82nd year, Aug. 18. He was vice president and treasurer of Columbia from 1922-26, president from 1937-45 and chairman of the board from 1945 until his retirement in Jan., 1955. Until the advent of an illness a few months before his death, Mr. Holmes retained an active advisory connection with the company.

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For More Information Circle No. 387

Office Artwork

(Continued from page 301)

light transmission and billowing between foils.

On the other hand, process color foils made by the diazo method enable six separate and distinct colors from only three process color foils, (red, blue, yellow). Because these primary colors are made for process work, a blend of two of them results in a pure secondary color (orange, green, purple). This has a practical application in layer, or pie, charts.

An advantage of the overhead method of projecting slides is that the person giving the demonstration can use colored grease pencils, or felt-tipped pens containing transparent colored inks, for added effect. He can write directly on the visual during the presentation, adding phrases or coloring in certain areas, underscoring others to highlight his talk. These markings are easily wiped off afterward with a soft tissue or cloth, leaving the visual as good as new for another talk.

The reversal method mentioned earlier also can be made on foils through the medium of diazo. For instance, black type on white paper can be made yellow, blue or pink type on a solid black background by using reversal film and tinted acetate foils. Or a simple black reversal can be made and bits of transparent colored tape applied to the back of the foil to emphasize a word or sentence. A multicolored lettering effect is thus obtained at low cost.

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For More Information Circle No. 390

block technique, attach the separate colored foils by hinges at the edges, instead of mounting them in a permanent sandwich. Then the lecturer can flip the overlays, one at a time, building colors on the base film for his audience.

Opaque material must first be converted to a transparent state before it can be used in the diazo process to make foils. This can be done cheaply and efficiently in copying machines costing less than $100. Clear or matte finish transparencies are made for less than 20c each.

While the foregoing techniques for making visual slides are for use with the diazo process, visual materials can be also prepared on Thermo-Fax and photocopying machines. In today's office it is possible to prepare the most elaborate artwork at low cost, convert it to printing plates and duplicate it by the thousands or make visuals from it for projection on a screen, without resorting to outside sources for any artwork, mechanical preparation or production. Every office can have its own art department at a surprisingly reasonable cost. The materials are available and the techniques are easy to learn. The only limitation is your ingenuity in finding applications for them.

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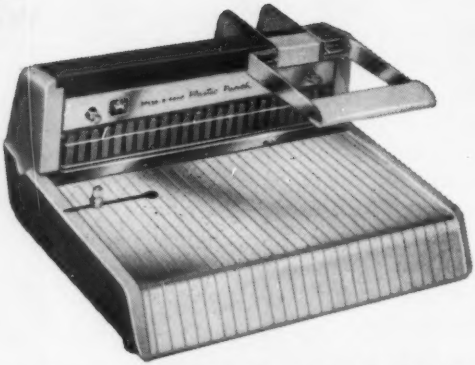

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For More Information Circle No. 407

NATIONAL Conference & Exhibit CALENDAR

National Institute of Governmental Purchasing, Commodore Hotel, New York Oct. 8-11.

American Records Management Assn., Statler-Hilton Hotel, Los Angeles, Oct. 9-10.

Systems & Procedures Assn., Statler-Hilton and Pick-Carter Hotels, Cleveland, Oct. 8-11.

American Bankers Assn., San Francisco, Oct. 15-18.

National Business Forms Associates, Americana Hotel, Bal Harbour, Fla., Oct. 23-25.

National Assn. of Suggestion Systems, Netherlands Hilton Hotel, Cincinnati, Oct. 29-31.

American Institute of Certified Public Accountants, Palmer House, Chicago, Oct. 29-Nov. 1.

Controllers Institute of America, Palmer House, Chicago, Nov. 5-8.

Society of Reproduction Engineers, Biltmore Hotel, Los Angeles, Dec. 2-5.

Eastern Joint Computer Conference, Sheraton-Park Hotel, Washington, D. C., Dec. 12-14.

EVENTS ABROAD

Business Efficiency Exhibition, Olympia, London, Oct. 2-11.

Electronic Computer Exhibition, Olympia, London, Oct. 4-12.

International Office Equipment Exhibit, (SICOB), Paris, Oct. 13-22.

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AS WE *See* IT

Psychologists at the University of Michigan Medical Center are giving mental tests to computers, and have discovered some shortcomings in the machines' ability to "think". In administering an intricate psychological test used for studies of human problem-solving ability, researchers find that the computer is pretty simple-minded and vacillatory when it comes to solving problems.

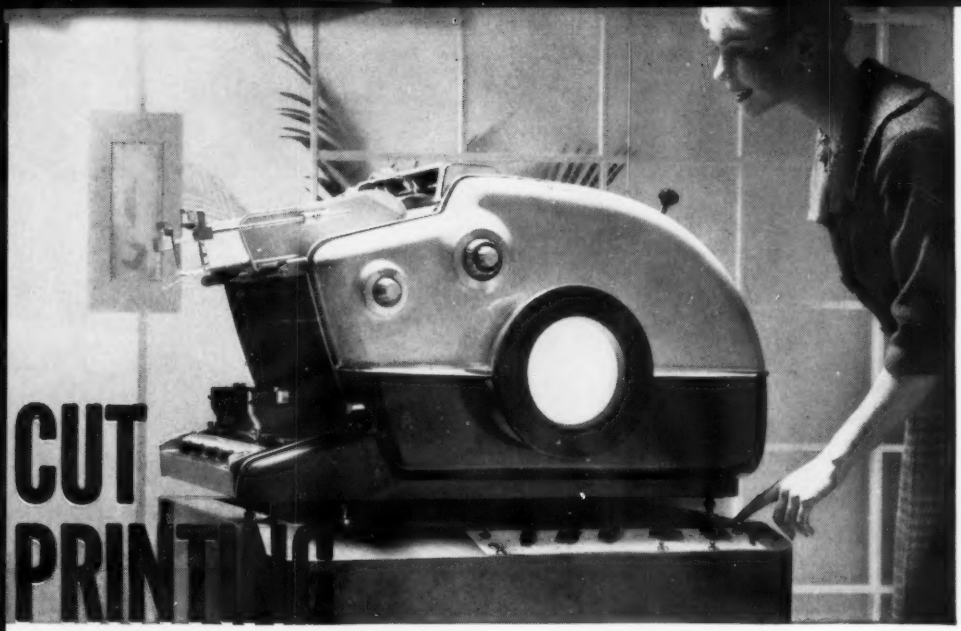
It is told to solve problems in three different ways. These vary in the extent to which the computer merely registers certain environmental events, or is capable of abstract "thoughts" about the possible nature of the world which help it give meaning to its experience.

The computer has a strong tendency, the researchers report, to seek simple paths to a solution until more complex paths begin to have much in their favor. It discovers these other paths largely by accident. Also, it is relatively unable to retain information, and continuously diverts its attention to different but false paths; thus it has a tendency to vacillate around a solution, sometimes getting close but on the next trial losing all or most of the ground gained.

Before selling the computer short, however, they report that more "elegant" tests tend to lead to behavior which is less vulnerable to these shortcomings.

How human this makes these machines sound. Psychologists are now interested in their "behavior," just as they are in the behavior of human beings. And yet behavior (whether mental or digital) is merely the application of thought, or the lack of it.

Both machines and men will continue to strive for the simplest solution to a problem. The task is to make sure that both find the right one. Perhaps some day mental tests will become necessary for machines that run offices and factories, just as they now are for men who make important decisions. The major job at the moment is keeping each in its place.



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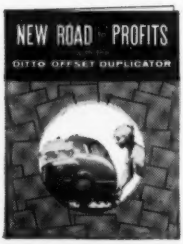

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